

THE ROTARIAN



Knights of The Banner of Service

Eleven Februaries ago, in busy Chicago, the first Rotary club was organized. As was the custom in olden times, the Rotarians, modern knights of the business world, have had to pass thru their novitiate designed to fit them for the title of Knights of the Banner of Service. Adopting the motto of "Service—Not Self" they have journeyed along the highways and byways of business, endeavoring to live the principles of Rotary. Steadily have their efforts made for better success, more congenial business relations and happier lives. As they subordinated self to genuine service, thereby cleansing their minds of narrow and limiting selfishness, there appeared to them, as in a vision, the age-old basic law of success and happiness—that the greatest profit comes to one who serves best—profit in joy, in friendships, in peace of mind, in opportunity, in achievement. And this today is Rotary's message to the world.

L.W. Kennard

Objects of The Rotary Club



☪ To promote the recognition of the worthiness of all legitimate occupations and to dignify each member's occupation as affording him an opportunity to serve society.

☪ To encourage high ethical standards in business and professions.

☪ To increase the efficiency of each member by the development of improved ideas and business methods.

☪ To stimulate the desire of each member to be of service to his fellowmen and society in general.

☪ To promote the scientizing of acquaintance as an opportunity for service and an aid to success.

☪ To quicken the interest of each member in the public welfare of his community and to co-operate with others in civic, social, commercial and industrial development.



The above objects are set forth in the Standard Constitution for Local Rotary Clubs, prepared by a special committee, approved by the International Board of Directors, and authorized and adopted by the Sixth Annual Convention of the International Association of Rotary Clubs at San Francisco, July 1915, as the Constitution which all clubs affiliating in the Association are expected to adopt as soon as the necessary steps can be taken for amending their respective constitutions.



THE ROTARIAN

The Magazine of Service

Vol. VIII

FEBRUARY, 1916

No. 2

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A CLASSIFIED
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Southern Conclave Great Success

(Received just as the magazine went to press)

DOWN in old New Orleans on Wednesday and Thursday, the 12th and 13th of January, there was a gathering of all the good fellows from the Rotary clubs of the 4th, 5th, 6th and 12th Districts. The members of the New Orleans Rotary Club were the hosts and they were very much "on the job" looking after the comfort of their visitors and the success of the Conclave at all times. International President Allen D. Albert and International Second Vice-President Robert H. Cornell were the guests of honor and participated actively in both the business and social affairs of the Conclave. District Governor Wm. H. Richardson, Jr., was the presiding officer of the Conclave as it was held in his District, but District Governors Frank P. Glass and Robinson A. McDowell were also on hand and relieved "Billy" as presiding officer from time to time. The welcoming speech of the Mayor of New Orleans, plus the automobile ride about the drive and about the city and the boat trip on the river opened the eyes of all the visitors to the wonderful progress which New Orleans has made in recent years.

Each day there was a typical Rotary luncheon. Wednesday the clubs represented were permitted

to say why their cities were famous and in this contest Jacksonville, Fla., carried off the Silver Cup presented by the Rotary Club of Tampa.

At the banquet Wednesday night President Brown of New Orleans presided, International Vice-President Cornell of Houston acted as toastmaster and International President Albert made a tremendously effective address. During the banquet many others were heard from and a gold pencil and chain was presented to President Albert and a silver coffee set to International Secretary Perry, who was also in attendance at the Conclave.

At the business sessions Wednesday and Thursday the discussions included plans for having a large attendance at the Cincinnati Convention, definite work for each Rotary club, Rotary fellowship, relations of the clubs to International Headquarters, and particularly the problem of taking care of the involuntary past Rotarian. A plan for doing this was suggested and will be forwarded to International Headquarters for consideration at Cincinnati.

It was decided to adjourn without providing for another Conclave of all the Southern clubs, as with the growth of Rotary it will probably be sufficient to have merely the district conferences.

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LOOKING AHEAD!

Some of the good things which will appear next month in THE ROTARIAN

The Fascinating Simplicity and Utility of Modern Accounting

An interesting and very helpful article for every business and professional man.

Originating a New Industry

Another article in our "From Little Beginnings" series, that reads like a romance, but is all solid facts.

The Human Element in an Industrial Plant

The second and final installment in this study of the labor problem from a scientifically sympathetic viewpoint.

Portrait Painting

A wonderfully interesting article by a past master of the highest phase of this form of art.

A Goose Hunt in California

Any one who has ever hunted water birds will read this with great interest.

How to Organize Neighborhood Centers

This is the fifth article in this series of such great interest and value to everyone interested in the development of community life.

Welfare Work Under the City Manager Plan

Another article in this series showing the practical workings of the latest form of municipal government.

Jenks, Rotarian

Was crowded out of the February issue because there were so many other good things that required the space that month. He will make his bow in the March issue.

THIS MAGAZINE IS NOT COPYRIGHTED

THE ROTARIAN aims to make available to the largest possible number of persons, the ideals and the practical experiences of the wide-awake, progressive business and professional men who make up the membership of Rotary clubs. To this end articles from any issue may be reprinted in whole or in part in other publications. It is requested only that proper mention be made of THE ROTARIAN as the source of the information. Wherever possible, photographs or plates for illustrations will be lent upon request. Articles copyrighted by their authors are so indicated. All other matter is free to those who may wish to use it.

Had Lincoln Lived

Had Lincoln lived,
How would his hand, so gentle yet so strong,
Have closed the gaping wounds of ancient wrong;
How would his merry jests, the way he smiled,
Our sundered hearts to union have beguiled;
How would the South from his just rule have learned
That enemies to neighbors may be turned,
And how the North, with his sagacious art,
Have learned the power of a trusting heart;
What follies had been spared us, and what strain,
Had Lincoln lived!

With Lincoln dead,
Ten million men in substitute for one
Must do the noble deeds he would have done;
Must lift the freedman with discerning care,
Nor house him in a castle of the air;
Must join the North and South in every good,
Fused in co-operating brotherhood;
Must banish enmity with his good cheer,
And slay with sunshine every rising fear;
Like him to dare, and trust, and sacrifice,
Ten million lesser Lincolns must arise,
With Lincoln dead.

—Amos Russell Wells



Caught by the Camera in Chicago—A Group of Rotarians Active in the I. A. of R. C.

(Standing, from left to right) Second Vice-President Robert H. Cornell of Houston; Frank R. Jennings, Advertising Manager of The Rotarian; Third Vice-President E. Leslie Pidgeon of Vancouver; Past President Russell F. Greiner of Kansas City; President Allen D. Albert of Minneapolis; and First Vice-President William Gettinger of New York.
(Sitting, from left to right) Immediate Past President Frank L. Mulholland of Toledo; Sergeant-at-arms Albert S. Adams of Atlanta; President Emeritus Paul P. Harris of Chicago; Chesley R. Perry, Secretary and Editor of THE ROTARIAN.

THE ROTARIAN

Official Organ of the International Association of Rotary Clubs

Vol. VIII, No. 2—

EDITORIAL

February, 1916

A Year of Opportunity

THIS is a year of wonderful opportunity for Rotary. Every year is, but each succeeding year holds greater promise than the one immediately preceding it, for the life blood of Rotary is progress.

Rotary celebrates its eleventh anniversary this month. On the 23rd of February 1905 the first Rotary club was organized in Chicago by Paul P. Harris and three friends—Silvester Schiele, G. H. Loehr and H. E. Shorey. During the first few years the Rotarians were occupied with the double task of learning more of the new-old principles which they had re-discovered and the effort to practice these principles in their daily business lives. It was the formative period of Rotary and while this formative period has not yet been completely passed thru, the journey has been carried successfully to the point where Rotarians may feel confident that the foundations of their organization have been solidly and successfully laid and that almost their entire attention may now be devoted to the building of the superstructure.

The successful accomplishment of this great task has been made possible by the six annual conventions that have been held, each of which was distinguished by the development of one essential element of Rotary. At Chicago it was organization; at Portland it was legislation; at Duluth it was extension; at Buffalo it was inspiration; at Houston it was fellowship; at San Francisco it was interpretation. Perhaps the one element that will distinguish the Cincinnati convention will be application.

It is certain that the seventh convention will be the largest Rotary convention which has been held. This will be the first year since the International Association passed its boyhood age that a convention has been held at a central point. The estimate of the Cincinnati Rotarians of an attendance of four or five thousand delegates and visitors should be reached.

But the Cincinnati Rotary Convention will not be distinctive because of its size. Other organizations have had annual gatherings attended by many more than five thousand. The Cincinnati Rotary Convention will be made distinctive by its personnel. While in some instances Rotarians are not the leading representatives of their respective lines of business or profession, they are men who within a few years will attain this leadership. The delegates to the Cincinnati convention will be picked men from picked men. It will be the character of the delegates participating in the convention that will make the Cincinnati meeting such a distinctive and notable gathering.

The opportunity of Rotary this year will focus upon the convention. Rotary clubs should select as their delegates men who will represent the very best in their club and in their community. The opportunity of all Rotarians to participate in this selection is one of their greatest privileges of membership.

Glenn C. Mead, when presenting the report of the Committee on Philosophy and Education at San Francisco, made the statement that "the world wants Rotary." Since last July the evidence has been accumulating that the world not only wants Rotary, but is beginning to look upon Rotary as a source of inspiration for better practices, higher standards, and loftier ideals in business and better citizenship. The opportunity of every Rotarian is to prove by his daily life that these hopes of the world are well founded.



The Future of Rotary

By PAUL P. HARRIS

Founder of Rotary, President Emeritus of the I. A. of R. C.



THE rise or fall of civilization will depend upon the thoughtfulness or the thoughtlessness of men. The greatest thing that can happen to man or nation is to stimulate the individual or the national thoughtfulness.

Perhaps the greatest good that has ever come to Rotary at any one time has been the good that came of the discussion of the plan of "Greater Rotary," and wonder of wonders, how temperate it all was! Churches and governments have been split asunder in the discussion of less constitutional questions.

Rotary exprest itself unequivocally on the issue but did so in tender regard for the genius and the sincerity of the man who raised it.

Perhaps the "Greater Rotary" plan as presented will never be considered again, but the impulses which gave it birth still lives and will live on in Rotary. The purpose of the plan was purely ethical; thru "Greater Rotary" it was proposed to enlarge the scope of Rotary usefulness, to open the door of Rotary opportunity—if not to all men—at least to a much larger number of men.

Since Mr. Skeel's memorable article was published in THE ROTARIAN at least five other carefully considered plans for the accomplishment of the same purpose have been presented. All of these have been so drawn as to preserve, to an extent at least, exclusive representation and at the same time materially enlarge the scope of Rotary's influence.

The growth of Rotary has been phenomenal. The present membership of approximately 23,000 is, to those who have given of themselves for the material development of Rotary, an extremely gratifying achievement. I doubt very much, however, whether Rotarians will be for all time satisfied with the present restrictions. To expand is to obey nature's law.

In any event, I am convinced that we shall find an acceptable way of spreading Rotary doctrines to every people.

Now as the Rotary New Year begins, I wish you all of the prosperity which your good deeds merit.

May all things you ought have be yours.

May your charities rank among your necessary expenditures.

May you not fall into the popular error of thinking that happiness is to be found in outdoing your neighbors.

May it always be yours to look beneath the veneer of life to the solid substance which lies beneath.

May you be builders, not mere climbers.

May you be able to appraise life's blessings at their real worth.

May you be free to act in accordance with the dictates of your own conscience and good judgment.

May you not be slaves to meaningless customs, social or otherwise.

May you shun the groove followers.

May you have vision to discern the right and health, strength and will to do it.

THAT IS TO SAY, I wish you a happy New Year.



How to be Blessed in Rotary

By ALLEN D. ALBERT, President I. A. of R. C.

DO you know what the word *blessed* means? If you think you do, look it up. Not often will you be so surprised. Because it has meant everything from a prayer and an invocation to a curse and a wound.

I was thinking of all this not long ago and my mind reviewed the familiar uses of the word. We all know them—to consecrate or hallow by a religious rite; to make happy or gladsome or joyous; to confer a blessing upon; to praise or glorify. Then I remembered a quotation from an old Douay version of the book of Job—"lest perhaps my sons have sinned and *blessed* God in their hearts." And I wondered of the blessings of Rotary.

"He that would have must give; and he that would save his life must lose it," was written for Rotarians. If you and I of Rotary would be made happy and joyous, if we would find the key to prosperity and happiness for others, if we would show forth in our own lives the divine favor which makes life lovely, it must be because we are making manifest in ourselves the beautiful doctrine of service upon which Rotary is founded.

We have been ten full years growing to understand this. I have been told—many times in the past half year—that there are Rotarians here and there who have not come yet to understand it. I am speaking now in the hope that some hereby may find the blessings in Rotary.

Is wholesome, boyish, happy fun no blessing? Is entire relaxation none? Is there a man in all the company of Rotary who does not feel he is blessed after an hour of play with his own kind?

Only the Beginning

This is only the beginning. If he will he can find a blessing thru Rotary in his work, because the spirit that makes Rotary will give liveliness and color and even charm to the tasks of every day. The hardest days for the Rotarian are the days in which radiates the least of the Rotary spirit. The best days are the days in which he grows more efficient, more helpful and more productive. These are not work days only, but Rotary days.

Now we are all so made up that once we catch the spirit of such service at the desk or the work bench or in the open field we begin to see every now and then an opportunity to extend the service to include the neighbor's children as well as our own, and the neighborhood as well as our house, and the city as well as our neighborhood, and the whole congregation of God's children as well as the people of our city.

Perhaps there is in Rotary, somewhere, somehow, a man who would not count this new fellowship a blessing. If there is we must none of us lose our tempers about him. Nor will it serve to say "there is a fellow that got in by mistake." If we ourselves have the Rotary spirit, our particular Rotary task is to help this misty-eyed brother out of shadow and into sunlight.

Last, Hardest to Get

And the last of the blessings of Rotary is the hardest to get. Because no man ever found it by seeking for it. It is like happiness—which no man ever yet found by search. Perhaps it is of the fibre of happiness.

The day before Christmas in Danville a quartet of the new Rotary club of that city undertook to lead a thousand children in singing "Holy Night." The thing that happened was truly wondrous. They did not lead those children. They found their own carol multiplied a thousand-fold—rarified—glorified. It came from every corner of the building. It stirred the deeps in the souls of all the grown-ups who heard it.

Who can measure the limit of the circle of finer devotion, of richer purpose, of more beautiful living, which began its widening that afternoon in Danville? Yet to us all Rotary has given the blessing, if we would but take it, of making such circles in all the life about us merely thru thinking of others a little more and thinking of ourselves a little less.

If we do it for the reward, we shall lose the reward. But if we do it because in our hearts we are eager to make others happier, we shall come into the largest blessing that Rotary can bestow.

I know. Because ever since the Duluth convention, unworthy as I have been, that blessing has come to me.



Anniversary Greetings

From Rotary's District Governors



From Lester P. Winchenbaugh, First District

THERE are many organizations of older birthright and wider publicity than Rotary, so when we hear the question asked *What is Rotary?*, we may regard it as a challenge, implying, *What is Rotary for? What does Rotary do?*

The answer that it lunches and entertains its members weekly and dines and lectures them monthly, thus making them thoroly acquainted and friendly with one another, even if fortified by the further declaration that it promotes and encourages interchange of thoughts, ideas and experiences among members, thus educating and broadening them, is not impressive to the outsider.

Rotary must make its impress upon the public consciousness not by what it does in itself for its members, but by *what it does outside itself for others.*

Every Rotary club worthy the name has gained the reputation in the community it serves as the *club that does things, that aims high, and accomplishes something worth while.* Whenever there is an opportunity for service it is seized, whenever there is an emergency it is met, if there is a Rotary club in the field.

These activities embrace public service or welfare work, trade and commercial advancement, private charities, etc., etc., and may be manifested thru inspiration, by co-operation or single effort. Whatever the task and however conducted, if it has the spirit of Rotary behind, its success is assured.

In England and Canada, and if there were Rotary clubs in Germany it would be the same, the Rotary clubs are taking a leading part in arousing the patriotic spirit, in raising and equipping regiments, hospital corps and other military units, as well as caring for the invalided and the widows and orphans of this cruel strife. They are meeting emergencies.

Our clubs are promoting trade activities and commercial expansion thru expositions and other media; cultivating a closer relationship between communities, states, and sections of our country, by an interchange of visitations and courtesies; exercising charity, thru Christmas fetes, big brother meetings, hospital aid, country funds, etc.; and in general doing the work that is closest at hand and doing it well.

I do not pretend to know what the inspiration is in Rotary that invokes it, but there is a spirit in Rotary that enables our clubs, tho numerically small, to accomplish things before which other organizations much larger, quail. Thus Rotary justifies its existence.

From George W. Harris, Third District

I N THE Third District there is a feeling among Rotarians generally that the educational features are the best and strongest for the advancement of our spirit and ideas. It seems to me that the presidents of the different clubs of this district are all working to that end. I am much pleased with the work being done among the members.

Not only is this idea absorbing their attention, but they are carrying it forward into the work of new clubs by going slowly in choosing men to organize them and then educating these new clubs with this





same spirit. It is all very well to have a club in each city and town but we are keeping in mind the fact that once started it is there for all time.



This great spirit in Rotary is a wonderful thing and when the educational idea is added to it, it is lasting. The president that can get his club to work in that general direction is a success and I am happy to say that the clubs in this district are all headed that way.

Let me repeat: The spirit of Rotary is a wonderful thing but the educational spirit is greater.

From R. A. McDowell, Sixth District

ONE OF the greatest treats of my life was a recent visit made by me as governor of the Sixth District to the clubs in the district. A finer bunch of fellows I never met. The spirit of Rotary was rife thruout all the clubs. The activities lay in different directions. All the clubs are doing good work. Some lean to deeds of charity, others to matters of civic interest. The main thing is that practically all of them have mapped out one or more distinct lines of work.

The only criticism I could make was that there was too much formality between the members. There seemed to be some idea that the proposition of calling fellow members by their first names was some sort of a stunt or horse play. They did not seem to have grasped the fact that the best and longest step towards ripening acquaintance into friendship is the prompt doing away with formalities between members of the club and between Rotarians generally. I emphasized this before every club, however, and I believe that the members of the several clubs in the Sixth District are much closer to one another today than ever before. And again I believe that the clubs in the Sixth District are drawing closer together every day.

If the governor of each district is able to report the clubs in his district in as flourishing a condition as are the clubs in the Sixth District, then Rotary is indeed a world power and its influence is bound to be felt for good in every community.

May I extend here to the clubs in the Sixth District and in the name of the clubs of the Sixth District to all other clubs and to the International, best wishes for a most prosperous new year.

From John O. Knulson, Tenth District

ONE OF the most remarkable facts about a Rotary club is that about all you have to do with it is to start it and it goes rolling along of its own momentum, adding strength, popularity and influence as it eliminates weakness, carelessness and indifference. Rotary has the elements that tend toward perfection. Hence there have been only rare instances of temporary reaction or inaction, and even those instances resulting, ultimately and usually very soon, in increased interest and enthusiasm.

No serious weakness has yet been revealed in Rotary. Its virility is shown particularly in its adaptability. Thru its democracy, its frankness and its fearlessness, Rotary has thus far checked any narrow or reactionary tendencies it may have possessed and has substituted therefore a constructive program as remarkable in its progress as that of the very organization itself.

It has been said of Rotary that it is essentially of the West, Western. And yet, by reason of its being an expression of ideals common to all progressive communities; sections or countries, it readily





adapts itself to the peculiarly distinctive character of the locality in which it locates and promptly extends itself actively into the local problems at hand.

The larger cities of this country are now nearly all within the ranks of Rotary. The smaller cities and towns are clamoring for admission. The seed has been sown by volunteers, without propaganda or systematic direction.

We are confronted with a real problem as to a future policy. It is this: How far may we encourage the organization of Rotary clubs in the smaller cities and towns without inviting disaster? On the other hand, how can we consistently deny to our brothers in smaller towns the delightful experiences we have gained in the rare atmosphere of the Rotary Spirit?

We must answer these questions very soon. Let them be among the vital subjects to be discussed at the February District conferences.

Meantime Rotary goes marching on! —

From Albert E. Hutchings, Eleventh District

THE Eleventh District Rotarians have never been able to report for the Anniversary issue of THE ROTARIAN with as much enthusiasm, hopefulness and true Rotary spirit as in 1916.

This district is generally recognized as "the bread basket of the world" and the unusually prosperous condition of every one of our Rotary cities will result in all of our clubs being splendidly represented at the Cincinnati Convention.

With its motto of service, its doctrine of the Golden Rule in business and the high ideals that it teaches, Rotary in our district has become so contagious that my greatest difficulty has been to prevent the establishment of new clubs in every small town and hamlet of these three great states. Therefore my message for the Anniversary number this year is to urge the idea of community clubs founded on Rotary principles and placing them under the control and guidance of the nearest regular Rotary club. The help thus given the smaller club by the larger organization, as its "big brother," will result not only in the "big brother" wanting to set a good example but will engender friendships which will be of material advantage to both, as Rotary has proven the fact in this district at least, that business should and does follow friendship.

From H. J. Brunnier, Thirteenth District

THE Rotary clubs of the Thirteenth District send to all Rotarians their sincerest wishes for a happy and prosperous new year and wish to say that we have resolved to make this grand old world of ours a better place to live in by always extending the glad hand of good-fellowship and covering the globe with the Rotary smile.

We have realized that the greatest good Rotary can do is to inoculate the general business world with the principles we preach and practice among ourselves. Due to the inspirations received at the clubs' meetings, our members have taken more active part in other civic organizations. A glance over the directories of these clubs in any of our cities will show Rotarians as leaders, either as presidents or on the board of directors or on important committees; all doing, "that something," which predominates thruout Rotary. Many of our clubs can show one or more things they have done for the community which other organizations had not done, or failed in the attempt.





Visitors are always welcome and as a result the spirit of good-fellowship and service toward all mankind is spreading into the organizations of the different crafts and professions, and instead of their meetings being of the "refrigerator type," they are gradually coming together on the level of co-operation and better business.



Those of us who have been privileged to attend International conventions have realized the pleasures and benefits of association and contact with Rotarians outside of our own club, and since the San Francisco convention afforded this opportunity to many of our members numerous requests have been made for a "Get-together" meeting. To make stronger these inter-club ties we have decided to celebrate the anniversary of Rotary and the birthday of our "Baby Club," Fresno, on February 22 at Fresno.

That all Rotarians from everywhere are welcome goes without saying.

*Come on and be
With us in Rotary.*

From J. E. Zahn, Fourteenth District

THE spirit manifested in business—its high standard—is proof of the fact that Rotary principles are being carried out by Rotarians and non-Rotarians in District Fourteen to the mutual advantage of all in this inter-mountain section.

The results of preaching and teaching what Rotary stands for are becoming more and more evident from the fact that "Service" means to most of us, "It is a pleasure," when there is an opportunity of being of some use to someone. The clubs—old, new and prospective—all manifest this spirit of helpful co-operation, individually and collectively, much to the betterment of our respective communities.

A Rotarian is born a Rotarian, not trained to Rotary principles, and the chance to express these principles in action has been one of the secrets of the success of Rotary.

Rotary makes the Game Worth While.

From Claude H. Eckart, Fifteenth District

AS WE come to another anniversary of the organization of the Rotary movement it is well that we stop and size up, as it were, the standing of the organization today. Those of us who have been identified with the movement since its organization look with pleasure at its growth during these past years.

First: It has grown numerically. Few organizations have, during such a short period, grown so rapidly.

Second: We note with genuine pleasure the tendency toward higher ideals and loftier purposes. We hardly like to be reminded of the earlier days when nearly everything was selfish and we tried to see who could get the most out of his fellow member. Many of the churches observe during the Christmas season what is known as the White, or giving, Christmas, when instead of those attending receiving gifts for themselves, they bring gifts for others. As Rotarians I am sure we know what that means. We know that our greatest pleasure comes not from being served but from serving, and many Rotarians have had their first real opportunity to serve thru the channels of the Rotary club. The word "Service" as applied to business was little known ten years ago, but now it is an everyday word in business circles and I am sure Rotarians have had a great deal to do with popularizing it.

Third: The personnel of our membership is higher than ever.





Men of affairs are realizing what Rotary is and that it is a rare opportunity to be a member of a Rotary club.

The Rotary movement can be only what we, as individuals, make it, and so it behooves us all to conduct our affairs in such a manner that we may attain the high standard set for us in the Rotary Code of Ethics as presented and adopted at the San Francisco Convention.



From John C. Cass, Sixteenth District

AN anniversary message carries our thoughts to Paul Harris and his associates, as from this splendid vantage ground of today they view the onward march of Rotary. We honour these men of vision.

My message also carries with it a cordial greeting to Rotarians everywhere. It is a special pleasure thus to greet the men whom I met at the great convention at San Francisco. To be present and experience somewhat of that indefinable "Something" which so pervaded the spirit of the men who gathered there, was a privilege indeed.

The Rotarians of the Sixteenth District are not many, it is true, but choice spirits they are, and possess, in a marked degree, a splendid devotion to the high ideals of the organization.

Our clubs are making their influence felt, both in Halifax and St. John, where they have, amongst other things, contributed in a real way to every important activity connected with the welfare of our soldier lads, and in assisting to make provision for the comfort of the loved ones of the heroes who go out (if necessary) to make the supreme sacrifice. Rotarians by that service so willingly given have learned again, "He Profits Most Who Serves Best." Service is its own reward.

As we draw near to our anniversary day we must do so with a deep sense of gratitude to our Heavenly Father for the wonderful success of this movement; to the Man of Nazareth for that life so full of service for others, and the fact that his life's principles seem to so entwine themselves with the true Rotarian (and he with them) that these have become a propelling force in the business life of our cities.

May the year 1916 be Big with blessings to you, and through you, because of Service. May Success, *True Success*, be written *Large* on every page of the year's *Record*, and that of all the years that follow.

From James S. Ryan, Eighteenth District

THE membership of the four clubs in this district—Victoria, Vancouver, Calgary and Winnipeg—is made up almost entirely of men who have been born in parts far removed from this territory and it would be safe to say that Rotary has done more to bring these different peoples to a common understanding of their duties as citizens, than any other influence.

Business and professional men who hardly knew their neighbors by sight have come to realize the value of knowing better those with whom they mingle in their daily occupations.

Rotary is looked up to by the general public as a combination of men from the different callings banded together for the betterment of the community as a whole, and any selfish motives that may erroneously have become prominent in some localities, have been entirely outgrown.

The future of Rotary in this district is assured and while every citizen is busy at present doing what he can to bring to a successful conclusion this terrible European war they realize fully that "Service" given to the Empire at this time will bring future "Profit" in the shape of a permanent peace.



Abraham Lincoln—Sir Great Heart

Abraham Lincoln was born 12 February, 1809; died 15 April, 1865

By JOE MITCHELL CHAPPLE

OVER a thousand biographies have been written about Abraham Lincoln and the end is not yet. The story has been told so often that it seems as tho the people would tire of reading it, but the life of Abraham Lincoln stands out as remarkable in the fact that every succeeding generation has its own point of view, which seems to still further enhance the glory which surrounds his name.

The little crass details that confronted those who were with him in the full measure of his greatness are eliminated with the passage of time and the fading of the memory of his critics and contemporaries. Lincoln seems to be the personification of the divine fire within our selves, the inborn craving of the people for self-expression!

His thoughts seemed to be all-comprehensive, yet so simply expressed that a child might read and understand, and pervading thruout was that rare, indescribable note of tenderness and mercy which even his genius could not overshadow.

There is a sort of mystery about Lincoln that has not been solved, a mystery of how one man should have compassed so much of the hopes of present and future, how the name and the fame of this simple rail-splitter should stand out preeminent



Statue of Abraham Lincoln, by Daniel C. French, in Capitol grounds, Lincoln, Neb.

wherever the heart beats with human sympathy.

I love to think of Lincoln year by year and observe the different angles and points of view which each succeeding twelvemonth brings forth. We feel within us the spirit of discovery when there is opened to us a new vista of the life of Lincoln. The old debatable points were essentially solved when John Hay and John C. Nickolay completed their contemporaneous history, but even that work, comprehensive as it is, has been followed by new lights, beaming every year with the thought and devotion of the people on his birthday, the twelfth of February.

It is doubly significant that this should come at a time when, for centuries, the attention of the world had been directed to the thought of love, associated with Saint Valentine's day. For that, after all, is the one preeminent quality of Abraham Lincoln—the element that has caused him to be

acclaimed the "Sir Great Heart" of the world. When I stood on the spot near where he was born I felt as tho I had indeed visited a shrine that will become more and more notable as the years pass.

What interested me most in following in the footprints of Abraham Lincoln, was that trip down the Ohio into Spencer County, Indiana, for there were lived his

EDITORIAL NOTE: Mr. Chapple, editor of the *National Magazine*, is a member of the Rotary Club of Boston. He has published a book "The Poet's Lincoln," which is an interesting compilation of poems written about the great American.

formative years. He was essentially a Hoosier in his training and make-up, altho Kentucky born and the story of his life will remain an epic of the glory of toil. He knew toil, he knew the meaning of real humility, and in those days—from the time he was eight until he was twenty-one—in Spencer County, the character and career of Abraham Lincoln were in the making.

It was here that his mother died, but not before she had left an indelible impress upon his character. He often returned to the grave of Nancy Hanks, and paid to her memory this immortal tribute: "All that I am, or ever hope to be, I owe to my mother!"

Then on to New Salem, where his work behind the counter formed another period in Lincoln's life. A subject most appropriate to his birthday, and the season of the year, is the tale of Ann Rutledge, his first sweetheart. I visited her grave near Petersburg one evening at twilight and there found other strangers from afar all interested in this simple love story of Abraham Lincoln and the little girl who had won his heart and inspired his life work only to be taken away before those ambitions had been realized.

At his home in Springfield I loved to wander among those inanimate objects and surroundings so intimately associated with the early life of Abraham Lincoln. You could see again in fancy that scene as he bade farewell to his friends and neighbors, the trip on to Washington, and that memorable address at Independence Hall which foreshadowed the incomparable first inaugural address.

We have but to reiterate the sentences of Lincoln's addresses to find the spirit of a great poet in the man who once occupied the highest official position within the gift of a great republic to bestow.

Lincoln lives secure on the heights of fame. His memory is implanted securely in the hearts of the people. Into the hands of Lincoln was entrusted not only the union

of the United States of America, but the very fate of democracy itself. That is why the world recognizes in him something that surpasses mere racial or national individuality.

It has seemed to me that in history appear men who seem to take upon themselves something of the spirit and career of the Man of Galilee. They are often unconscious of greatness when they come to do those things so momentous in world affairs. In reviewing the history of the country we find many struggling for this idea and that, fighting for things that in the light of advancing years seem inconsequential, but willing to offer up their lives, if need be, for the triumph of the right, as it is given to them to see it. The great thing in the American republic is that no matter what may come, whether assaults on predatory wealth, or disputes between labor and capital, the great spectre of slavery, which haunted Jefferson and the founders of the republic, has been forever laid, and there never has been a wavering in the great fundamental idea of democracy which was born of the struggles of the pioneers in the colonies.

History does not record a parallel closing of a bitter and fratricidal conflict with the feeling of victor and vanquished so greatly eliminated and when Abraham Lincoln fell at the hands of an assassin, the South realized that it had indeed lost a great friend.

The glory of Lincoln is not the glory of the North, nor of the South to which he belonged by birth and sympathies. Abraham Lincoln belongs to the world; he is America's contribution to the ideals of humanity, shaken and shattered in the tempests of war and carnage tho they were, yet living and enduring. The name of Abraham Lincoln is a heritage to every human being, for as long as his memory remains warm in the hearts of the people there is naught to fear for the destiny of democracy.

The Great Oak

SOME men are born, while others seem to grow
From out the soil, like towering trees that spread
Their strong, broad limbs in shelter overhead
When tempest storms, protecting all below.

Lincoln, Great Oak of a Nation's life,
Rose from the soil, with all its virgin power
Implanted in him for the fateful hour
When he might brood a Nation in its strife.

—Bennett Chapple.

Washington and Rotary Ideals

George Washington was born 22 February, 1732; died 14 December, 1799

By J. ADDISON JONES

THE decisive events of history seem to be pivoted on outstanding individuals. It has been said that "a nation is not made by men but by a man." We find a notable illustration of this in the character and career of the man whose name all Americans hold in reverent remembrance and to whose patriotic service and sagacious statesmanship was so largely due the erection of our free institutions.

Gathered about Washington in those days when our Republican institutions were in process of formation were many men of more than ordinary endowment, equipment and ability, such men as Alexander Hamilton, Thomas Jefferson, Benjamin Franklin, Patrick Henry, the Adamses, James Madison, Knox, Greene, Morris and others of genuine power and prowess. However we consent to the conviction exprest by Dr. Henry Van Dyke when he says—

"Among these men Washington was first, not only in the largeness of his nature, the loftiness of his desires and the vigor of his will, but also in that representative quality which makes a man able to stand as the hero of a great people. He had the instinctive power to divine amid the confusion of rival interests and the cries of factional strife, the new aims and hopes, the vital needs and aspirations which were the common inspirations of the people's cause and the creative forces of the American nation. The power to understand this, the faith to believe it and the unselfish courage to live for it was the central factor of Washington's life and the heart and fountain of his splendid Americanism."

Possibility of Progress

It is a far cry from Washington's day to ours. The intervening years have brought stupendous changes. The generations should improve in attainment and achievement as they follow one another. Neither all the genius nor all the goodness of the race is in the graveyard. If, in all things, Washington and his compeers had acted on the assumption that what was good enough for their fathers was good enough for them, the emblem of enlightened democracy would not now be floating over this federation of free states.

Here I establish a point of contact between Washington and the ideals of Ro-

tary. We also believe in the possibility of progress. Systems, methods, codes, which suited and served the purpose of our predecessors, when they become effete and impotent, must be cast to the scrap heap.

In the world of business and in the sphere of society we are face to face with higher and humaner ideals. No longer can we congratulate or condone the triumph of the man who succeeds by practices that disregard the health and morals of his fellows. The watchword of Rotary "He Profits Most Who Serves Best" commits us to a policy whose gains cannot all be tabulated in ledgers, or set forth in annual statements.

In our program are some things so fundamental and yet so fine that they escape the grasp of statistics. Courtesy as a business asset may not appear in the columns of Dun or Bradstreet but its power of trade-attraction increases with each passing year.

The Measure of Rotary Ideals

The merchant whose interest in his customer ceases when the purchase is passed across the counter and the price deposited in the cash-register is ready for his grave clothes, for as a promoter of trade he is already dead.

The day has gone when the ability to dispose of goods by glib misrepresentation was considered business shrewdness. Now we call it plain lying and it gets its own reward. The ideals of the modern business man are not based on the gullibility of the public, but on the belief that the great majority of people appreciate and ultimately align themselves with those upon whom they can depend to do the fair, square, right thing.

I must go further than this and say that the ideals of Rotary stand for the generous measure in all dealings and relationships with others—the giving and the doing of "something more" than is actually paid for in the coin that changes hands. Service, as we conceive it, lies in going beyond the line of requirement laid down by a stern sense of duty or by the conditions of a contract.

The master who feels that his obligation to his men is wholly discharged by the amount inserted in the pay envelope is a belated brother of Old Scrooge and belongs to a bygone century.

The worker who has his street coat on before the clock has stopped striking the quitting hour is not animated by the spirit of service, neither is he qualifying for the larger rewards of promotion.

The head of the firm who does not give himself liberally to his enterprise creates a condition which becomes a standing invitation to that bankruptcy-breeding disease called dry-rot.

Service implies the giving of one's self in a magnanimous way. Was not this characteristic of Washington to a notable degree? Some who started with him deserted the cause of the Colonies when the battle went hard against them. Others utterly despaired of bringing any sort of governmental order out of the chaos of conflicting provinces, reluctant to forego sectional advantages.

The Value of a Man

Washington flung his great self unsparingly into the mighty struggle. He withheld nothing. He had dedicated himself on the altar of freedom and was ready to shed the last drop of red blood that ran in his veins for the cause he had espoused. His reward is great—his lasting renown assured. Succeeding generations exalt and honor him because he rose so high above selfish aims and personal ambitions and had the "faith to recognize, and the will to obey and the strength to follow" so worthy and so lofty an ideal. In him we find a genuine illustration of the truth of our motto.

The value of a man to his generation is no longer reckoned by the measure of success in his own business or profession but rather by the "something more" which he does for the bettering of his community, for the prosperity of his commonwealth, for the advancement of his nation and for the lifting of his race to higher levels of intelligence and purity, brotherhood and peace.

Almost any kind of a man can toe the line of duty but there is mettle of a finer grade of manhood in him who goes the step further and gives himself in lavish service to those causes whose benefits accrue to others beyond the narrow circle of his family and firm.

Jesus of Nazareth declares that they who

do only that which it is their duty to do are "unprofitable servants." The religion of the Old Testament and of the New inculcates both piety and philanthropy. Godliness is unworthy the name unless it goes hand in hand with brotherly kindness.

The man who believes in the universal Fatherhood of God must set himself to think God's thought which is truth, and to feel God's feeling which is love, and to will God's will which is the eternal right, in all his attitudes and actions towards the universal brotherhood of man.

Privileges of possession and position are not for the exploitation of the deprived and the disabled but for the service of our less fortunate fellows. The purpose of efficiency and excellence is not selfish pre-eminence but social progress.

This spirit of generous service animated Washington. If we would display Washington's "splendid Americanism" in our generation then we shall set ourselves against all the oppressive forces and factors in our political, economic and industrial order which are not prepared to count human life more precious than material possessions, and the realization of human life along the lines of God's ideals of more importance than big dividends.

This does not mean that we shall tie up to any particular program of social or industrial reconstruction. It does mean that we shall take our stand intelligently, sympathetically and stalwartly to help every man, woman and child to the realization of "the inalienable rights of life, liberty and the pursuit of happiness."

The Symbols of the Flags

The flag of the Republic and the flag of Rotary belong together for the ideals which they symbolize, merge and blend in a gracious harmony. Neither the Republic nor Rotary is a respecter of pedigrees. Neither recognizes any caste save character. Neither acknowledges any standard of distinction save personal merit and public service. Neither calls for any credentials save earnest desire and determination to get the right things done in the right way.

The ideals of the men who brought the Republic into being and of the men who brought Rotary into being do not conflict; they coincide and they charge us to live and to act on the conviction that a man's value to himself, to society and to God consists in the character he has won and in the good he has done.

"When a Feller Needs a Friend"



By FR. PETER A. CRUMBLY, O. F. M.

AS I was being driven to the Illinois State Penitentiary at Joliet by one of the prisoners he asked me what my plans were for the day. I told him I had accepted an invitation to talk at the Rotary club luncheon on "The Better Way to Raise a Boy;" that I intended to discuss the much mooted question—"Why do so many men go to the penitentiary;" that I knew the advocates of prohibition would claim that liquor was the cause, the school teachers would blame ignorance, the sociologists would credit environment, the eugenisists would point to heredity, and so on thru the list of all who are endeavoring to solve the social question. As I paused for words, my driver turned and looked at me earnestly.

"Go on down there and tell them *your* opinion and settle the argument," said the faithful trusty. "Tell them *your experience* and let them start something to remedy the situation."

Now, gentlemen, I do not intend to settle the question, but I will say that I believe that I do know the principal reason why so many of our men, especially our young men, go astray. It is because our boys are neglected at the critical time of their lives, during the period of adolescence, from their twenty-first down to their thirteenth year of age.

It is very true that heredity, environment, igno-

rance and drink may be classed as contributory causes or accompanying circumstances in a great many cases, but we must take heed lest we put all the weight on these conditions and overlook the underlying cause of the conditions. We have many men in our penitentiary, sons of excellent parents, well educated, who have never been habitual drinkers, who when asked to explain how they fell, almost invariably reply, "bad company."

How did they get into bad company? It was because they were not guarded and carefully guided during the opening years of their life's battle. In the critical years when the waves of temptation began to surge high, when the bright lights of roseate hued pleasures dazzled their youthful eyes and hindered them from seeing the breakers ahead, they were left without the helping hand of a true friend who enjoyed their confidence. They were left to battle alone, without being made to realize the momentous import of the fight in which they were engaged.

Up to the time when a boy is twelve or thirteen years of age he can be brought up by his mother with his little sisters. He is just as nice a little girl as they are, he is polite and mannerly, as obedient and docile as any one might be.

Suddenly his fond mother's heart is torn to learn that her boy



Father Peter A. Crumbly in his office at the Illinois State Prison at Joliet, Ill.

EDITORIAL NOTE: Address before the Rotary Club of Joliet. Father Crumbly has been Catholic chaplain at the Illinois State Penitentiary at Joliet since June, 1914, and has been especially active in his efforts to aid the many young men and youths who are incarcerated there. He is a native of Ashland, Wis., studied in Illinois and Missouri, was ordained at St. Louis in 1909, and for four years prior to taking charge of the prison work at Joliet was assistant pastor of St. Mary's church in Memphis, Tenn.

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is changing. He becomes restive under her loving restraint; he objects to being petted; he begins to take delight in the rougher sports of a boy; he begins to revere Ty Cobb and Jess Willard as his heroes; he begins to "muscle up," likes to fight, dislikes the idea of "dressing up," revels in tales of manly adventure; he displays embarrassment in the presence of company, is bashful and doesn't know what to do with his hands and feet.

All of these signs fill his loving mother's heart with misgivings and when she accidentally discovers the makings of a cigaret in his pocket, her worst fears are confirmed; she is sure her boy is getting into bad company, is being spoiled, that all her years of prayer, watchfulness and worry are in vain, that her boy is getting tough. Such, however, is not necessarily the case. He is merely changing from a little girl into a man. The mother cannot understand this transition because at that period of her life she changed from a little girl into a woman.

The boy's father could understand if he would, but he is engrossed in his business affairs and moreover he has been spoiled. During his son's young life he has fallen into the habit of referring all his boy's wishes and requests to his mother. "If your mother says you may, it's all right with me," is his usual reply to all his son's demands.

Just at this critical moment when a boy most needs a man's guidance and advice, just when he is most susceptible to good or evil companions, impressions and influences, he is usually turned out into the world to take up the battle of life alone. The crisis in a boy's life comes between his fourteenth and twenty-first years.

When He Comes to Work for You

When he goes forth after leaving school his surroundings are all new to him. He may have heard vague rumors of the dangers that will beset his path but he lacks the experience to tide him over this period. That's "when a feller needs a friend." Then it is that the opportunity offers itself to you business men.

When a boy comes to work for you, fresh from the graduation platform, he is unprepared for what he meets. He is thrown in with men a great deal older than himself. All is wonderful to him. Their conversation is unintelligible. The first thing in

the morning he hears the clerks narrating their adventures of the night before, their plans for the next night.

His fertile brain is fired with imaginations of glorious times enjoyed by his superiors. He begins to believe that every man must go thru these things before he is full fledged. This is emphasized when one admonishes the others to keep quiet because "the kid is listening." This humiliates him. Perhaps he is glorying in his first long pants and some one has called him "Mister" and now to be referred to as "kid" galls his very soul.

He discovers upon consulting his chum who has graduated with him that the same conditions are found in his place of employment. They conclude that in order to be considered "men" they must be able to talk of their adventures.

They begin to experiment and some fine day you will be surprised and no little shocked to come upon this innocent lad of a few weeks ago entertaining the office force with the narrative of his experience; he is able to tell as racy and risque a story as the most calloused veteran. So another boy has entered the breakers and the outcome is to be feared.

A little friendly interest coming from the head of the house, perhaps a hardly noticeable expenditure of time and money, would work wonders in the social life of the boy. He looks up to you. You are his ideal of the successful man. You have already reached the heights to which he aspires. He watches your every word and action. A kind word of encouragement coming from you makes a deep impression. A little condescension on your part would win his confidence and lasting loyalty.

If you were to show him that you are pleased when he does well or displeased when he fails, you would find him responding and repaying you by renewed efforts to merit your approval. If you were to invite the lad to accompany you to the ball game or to an elevating show he would gladly cancel all engagements to "go with the boss."

Don't Preach to Him

You need not preach to him. There has been enough of that done already. Just show him how to practice the principles he has learned; show him that there is at least one man in business whose thoughts

can soar higher than the plane of dollars and cents, profit and loss; make him realize that you want him to make good for his own sake as well as for yours and you will make him admire you as well as respect you, love you as well as obey you, desire to imitate you as well as envy you.

In this way you would be more than a mere employer. You would be a model, an encouragement, an incentive, a true big brother to your employee.

On the way to and from the game or show you would find the opportunity to drop a kind word of advice, a friendly admonition to lead a clean manly life, which would fall on fertile soil and bear fruit an hundredfold. You could suggest some good book, some healthy amusement. You could show him from your own experience how false are the

ideas of many of our young folks today when they imagine that it is impossible to have a good time without breaking the commandments of God.

How I would welcome a Rotarian apostolate for the guidance and protection of our youth!

The harvest is ripe, but there are very few of our business men who take time to do more than bewail the deplorable times in which we live.

By taking an active, lively interest in your employe you would do untold good to him and to yourselves; you would demonstrate most effectively the usefulness of the Rotary club; you would most clearly show the truthfulness of your motto: "He Profits Most Who Serves Best."

An Inspiring Talk to Junior Rotarians

ONE of the most humanizing influences in Rotary is the big brother movement. The Cleveland club inaugurated a year ago a junior organization which now numbers fifteen members. These boys were chosen from homes where the advantages were few but the boys are live wires and keen to the opportunities afforded them by membership in Junior Rotary. They were the guests of their big brothers on the day of the annual Christmas party and one of the most inspiring features of the occasion was the little informal "boy to boy" talk made by Dr. Andrew B. Meldrum, the big, genial, lovable Scotchman who was a delegate from Cleveland at the San Francisco convention. Dr. Meldrum is our pastor and his address to the boys is given below in brief with the thought that it will prove an inspiration to all the big brothers in Rotary.—C. V. Kerr, Cleveland Rotary Club.

You are a small organization within the large one, a wheel within a wheel. Each letter of the word ROTARY stands for a personal quality which you are expected to exemplify.

R stands for Respect. It means that you will have thought and regard for others. He whose birth we celebrate on Christmas, taught us to respect others when he said, "Whatsoever ye would that others should do unto you, do ye even so unto them." You are to respect your parents and those who are older than you. You are to hold in reverential respect your mothers and sisters, and all womankind. You will refrain from all vulgar stories of every sort and especially such

as relate to girls and women. Remember that an obscene story is an insult to your own mother.

O stands for Obedience. We expect you to obey those who have a right to command you. Obedience is the first law of life. You will never be fit to command unless you first learn to obey. Above all be obedient to that inward monitor which we call Conscience.

T stands for Truth. This is the foundation virtue of all. You must speak the truth even if you suffer for it. Better to suffer for the truth than to escape by means of a lie. All business stands on the basis of truth. We expect you to speak the truth and to act it as well.

A stands for Ambition. You are to make the very most and the very best of yourselves, for the sake of your friends, for the sake of the world, for your own sakes. Each of you has it in him to do and be something fine. Determine that you shall, and we will all be proud of you.

R stands for Regular, that is, according to rule, or order. You are to have certain fixed rules of conduct and stick to them. Let everybody know that you are to be relied upon, that you are a "Regular," that you stand by the rules that you have laid down for yourselves.

Y stands for Young American. Probably some of your fathers and mothers were born across the sea, possibly in Germany, or France, or Russia, or Ireland. But you are not German-Americans or French-Americans, or any other kind of Americans, but just Americans.

Boys Training to Become Rotarians

IN KNOXVILLE there is a boys' organization of 275 members which the Rotarians of that city look upon as a training school for future Rotarians. The

Rotary club is proud of the growth and achievements of this organization known as the Junior Board of Commerce and composed of boys from 14 to 19 years of age,

The object of the Junior Board of Commerce is to train boys to become useful citizens. Their pledge is the Athenian oath:

"We will never bring disgrace to this, our city, by any act of dishonesty or cowardice, nor ever desert our suffering comrades in the ranks. We will fight for the ideals and sacred things of the city both alone and with many; we will revere and obey the city's laws and do our best to incite a like respect and reverence in those above us who are prone to annul or to set them at naught; we will strive unceasingly to quicken the public sense of civic duty. Thus, in all these ways, we transmit this city not less, but greater, better and more beautiful than it was transmitted to us."

Their meetings are held once a month. There are no dues and no financial aid is

received from outside sources. Their chief source of revenue is a small monthly magazine, *The Junior Citizen*, which is edited and managed by them.

The boys have been active in many ways. They have made industrial excursions to different manufacturing plants; they have completed a thoro survey of the city market; they are interested in parks and playgrounds and a resolution passed by them and presented to the city council resulted in the decision to submit to the electorate a proposition to issue \$50,000 of park and playground bonds. They have secured from Rotarians pledges to serve as election officers without cost to the city.

Rotary Boy Scouts

By G. BARRETT RICH, JR.

THERE have appeared, from time to time, in THE ROTARIAN articles setting forth different methods by which the various Rotary clubs may be of real helpfulness to their communities. Allow me to present an idea that I believe will enable Rotarians to do a work well worth while for their home towns. This is to aid in the Boy Scout movement, helping to reach the boys who are not usually reached.

Boys may be divided into two classes. In the first is the boy with a home, who has opportunities for mental and spiritual development thru the schools and the churches. In the second is the boy who may be called the "street boy," the boy who must begin work early in life, who hasn't the restraining influence of home and parents, the boy who furnishes ninety per cent of our criminals.

I believe the Boy Scout movement is able to solve the problem for the second class of boys. It instills in boys the virtues of honor, loyalty, obedience and patriotism. It keeps the boys so everlastingly busy doing something either for themselves or for others that it is not necessary to continually caution them to stop doing what they should not do. The daily good turn done for others is the corner stone upon which the organization is built.

In Buffalo the Boy Scout movement has been in operation about five years. About

2,500 boys are enrolled in the one hundred troops, drawn, in almost every instance, from the boys with home or church influences surrounding them, who need the good which the movement can give, but not so much as the other boys.

The Buffalo Rotary Club treated over 1,000 "street boys" to a Thanksgiving dinner and thru the confidence of the boys thus gained the Rotarians are planning to do a larger and more permanent work for them. Two committees have been appointed, of five members each, who will secure Rotarians to volunteer to act as Scout Masters and Assistant Scout Masters of two troops of Boy Scouts to be organized and known as the Rotary Scouts of Buffalo. The members of the committee will stand back of the troops, and thru a healthy rivalry between the two we hope to develop two of the best troops of scouts in the city.

I look forward to the time when many more troops may be organized along similar lines and the lives of these boys, so empty now, may be filled with the desire not only to do something worth while for themselves but to grow up with a vision of service for the community in which they live.

Why is not this a real worth-while thing for every Rotary club in every country to look into, take up and push actively?

The City Manager at Work

By LENT D. UPSON

HAS two years with a City-Manager brought good government to Dayton? The answer depends on what is meant by "good government." To the old style city contractor and petty politician the Dayton government is bad indeed; to the man in the street it is efficient but not spectacular; to the student it is an example of effectiveness, but with not a few ideals yet to be attained.

For adequate judgment it is necessary to accept some tests by which city governments are commonly measured

Is there graft?

Is public business efficient and progressive?

Is the government inexpensive?

Is it popular?

Is There Graft?

Apparently there was never a great deal of the go-to-the-penitentiary sort of graft in Dayton, particularly in latter years when it has become almost as wrong to steal from a group of persons as from an individual. Only occasionally under the old regime was fire apparatus and fire hose purchased with public suspicion, did contracts go to the highest and worst bidder, and clerks pocket fees without prosecution.

These grafts are gone, and with them "honest graft"—to wit: Streets and bridges built in the interests of private real estate owners, excessive pay for incompetent services and the purchase of supplies at retail prices from friends of the administration. These are now in the limbo along with a big talkative council and "office hours from 10 to 3."

On the other hand notable savings have been made, amounting in 1914 to \$33,000 on an expenditure of \$200,000, and in 1915 this saving has been far exceeded when the prices prevailing in 1913 are considered.

Here are some "before and after" prices:

	Former price	Present price
Typewriter ribbons	75c each	25c each
Carbon paper	\$3.00 per 100	65c per 100
Mazda lamps	list	27% off list
Cup grease	10c lb.	3½c lb.
Typewriter paper	\$2.40 per 1000	\$1.08 per 1000
Cotton mops	\$4.50 per doz.	\$2.50 per doz.
Paper clips	\$1.00 per 1000	25c per 1000
Soap powder	\$4.00 per 100 lbs.	\$2.63 per 100 lbs.
Rubber Bands	\$3.50 per lb.	\$1.35 per lb.

Some of these savings are due to generally lower prices but most of them are the results of better buying. The business of supplying the city is no longer in the hands of a "city hall crowd" but every merchant has an opportunity to secure his proportion of the trade.

Is Public Business Efficient and Progressive?

There is not money enough for every needed service, so the manager asks for results at a low cost—and he gets them. In public works this handicap of insufficient funds has been largely overcome by increased efficiency. Inspection of public contract work has been completely reorganized and contractors required to conform rigidly to specifications. Street repairs are being made entirely from public revenues; there is almost double the amount of street cleaning; streets in the business section are flushed for the first time in the history of the city; collection of rubbish and ashes has been resumed and made efficient; satisfactory garbage collection is to be had for the first time in ten years; a municipal garage has been established; all cars labeled, their use placed under control, and a record of costs kept.

The Division of Water has been placed upon a self-supporting basis. Many miles of new mains have been laid as part of the water improvement plans, which will require sixteen years for completion. Pumping machinery has been overhauled, leaks investigated, pressure increased and in the



Lent D. Upson

EDITORIAL NOTE: Dr. Upson, Executive Secretary of the National Cash Register Co., was connected officially for some time with the Bureau of Municipal Research of Dayton, Ohio. He wrote this article especially for THE ROTARIAN, basing his statements upon information secured while in the service of the Bureau and by subsequent special investigation. This article is the second in the series, "The Next Step in Municipal Government," the first of which appeared last month. A third article will appear in the March issue.

face of increased pumpage there has been a decrease in the amount of coal burned.

In addition to the water improvements, planning for the future is seen in a sewer survey costing \$30,000 which is under way; a comprehensive study of public waste disposal has been made, and a reduction plant built.

The voters refused a broad park plan and track elevation program, but have approved of a million dollar bond issue to be spent for a workhouse farm, new streets and sewers, fire houses, motor apparatus and other permanent improvements.

Progress thru the Department of Welfare—health, charities, recreation and corrections—has been extraordinary. The health division has been studied and reorganized. In addition the nursing of the Visiting Nurses Association and of the Tuberculosis Society has been brought under city management. This single control of public nursing has made the saving of babies one of the big achievements. In 1915, the infant mortality was 206, in 1914, 253, in 1913, 301. There were 131 babies who participated in 8,296 free feedings given by the nurses during the past summer at four milk stations.

Clinics have been held at schools in different sections of the city where mortality has been heavy for various reasons. At the health headquarters over two hundred clinics were held by its staff doctors and to these came nearly 2,000 patients. As the result of a vigilant food campaign bad food has been confiscated in large quantities and dealers forced to adopt higher standards.

The removal of unsanitary conditions; the regulation of vacant property; a more careful inspection of dairies and places where food products are sold; the stringent regulation of quarantine; the inspection of

school children who have been exposed to contagion lessened morbidity; these have reduced the death rate by two points in a thousand, the equivalent of some two hundred and fifty lives per year.

The facilities for public recreation have been extended far beyond those formerly prevailing. A self-supporting public bathing beach has been opened, in connection with which there has been operated a municipal dance hall and restaurant having an attendance of 50,000 couples during 1914.

Seventy-five families cultivated community gardens last summer; there were

twenty-two experimental gardens for hundreds of school children under the supervision of an expert gardener, and nearly three hundred vacant lots were prepared as gardens. The number of playgrounds under public supervision has been doubled, and new equipment secured until there are now 27 play centers for young people.

The Division of Correction has been seriously handicapped by

its quarters, but money has now been appropriated to build a model correctional farm patterned after that of Washington. Moreover, a correctional system has been worked out by which prisoners are secured work with outside employers, sleeping and eating at the workhouse and bringing their pay envelopes to the superintendent. The money is used for the rehabilitation of the families of such prisoners.

The local problem of unproductive, able-bodied, roving humanity has been solved by reversing the system of giving a warm bed gratis. From an average of 75 visitors, the order requiring a bath brought the average nightly attendance to 45. In December the most drastic step was taken, providing a half day's work along with the



Children's Gardens. Two photographs of the same plot. At the top—starting work. At the bottom—the result.

free bed and bath. The attendance was cut to ten per night.

Other progressive works of this city involve the gradual elimination of public dumps; establishment of a free legal aid bureau; an investigation of adult delinquency; a thoro investigation of the safety department and pension funds with the installation of a new procedure; the beginning of a school for police and firemen; a new building code; improved city car service; a civic music league; new traffic regulations; efficient inspection of street contracts; the creation of street oiling districts; many other innovations.

In the management of public funds, expenditures have been kept strictly within the income, instead of showing an annual deficit of \$60,000, which prevailed annually for the six years previous. An accounting system is being installed which will furnish a complete control over both funds and property. Funds are appropriated in accordance with a detailed budget classified by departmental activities and by character of expenditure. Supplies and equipment are being standardized. In place of a record of cash receipts

and cash expenditures suitable to a cross-roads grocery, which prevails in practically every municipality, Dayton has made possible a balance sheet supported by distinct schedules for each public utility and industry owned; provided an adequate control over permanent property, equipment and stores; has a definite knowledge of accounts receivable and of liabilities incurred, insuring the payment of several thousand dollars of revenue formerly lost; made overdrafts impossible; discovered errors of over \$200,000 in sinking fund calculations; makes all disbursements by checks; and is preparing to control the cost records installed over street repairs, street cleaning, garbage and ash removal, etc.

This system is not nearly as thoro as in a number of other cities, but is a tremendous improvement over that which it displaced and is being gradually strengthened.

Is the Government Inexpensive?

The taxpayer, however, much as he may approve these improvements in government, naturally inquires as to the increased cost. And if economies have been effected, what has been done with the savings? The operating revenues for 1914 were \$77,709 more than for the year preceding and the revenues of the year just concluded were slightly more than in 1914. It is with this sum plus economies that increased or entirely new services have been rendered.

To be accurate, however, it is impossible to judge comparative costs on this statement. It must be remembered that as a result of flood emergency bonds the old government operated certain departments for several months almost entirely from bond money. It is really a happy circumstance that the new government was able to secure a small addition in revenues, and they have rendered a more than satisfactory account of their increased

stewardship. Lastly, cheapness is no more a criterion of good government than it is of good clothes, good tobacco or of good household necessities.

Results in Other Cities

The accomplishments of city-manager government are by no means limited to Dayton. Visitors to the Second Annual Convention of City Managers were surprised at similar results in even the smallest communities. It so happens that in Dayton, Springfield, O., and Jackson, Mich., the financial and civic affairs involved are so large that results can be spoken of in more inclusive terms.

Jackson in particular has within one year



H. M. Waile, City Manager of Dayton

taken advanced steps which show the possibilities of city manager government under a competent man and in a medium size city. Any citizens who are concerned with results rather than excuses from city officers will be interested in the published proceedings of the City Managers' Convention, which can be secured from H. M. Waite, City Manager, Dayton, Ohio, and in the publications of the Institute for Public Service at 51 Chambers St., New York City.

Is It Popular?

Necessarily, to the business man, results are extremely popular. Action in government is an innovation which is appreciated. The knowledge that the city is being run in the best interests of the community, without graft and with little waste, has even inspired the thought that this program can be extended not only to the other municipalities of the United States, but to counties and perhaps to even larger units.

On the other hand, the new government has not met the approval of some. In the first place, it is not sufficiently dramatic. Cold-blooded efficiency which does not play to the galleries produces no turbulent scenes in the city council, and does not permit department heads to splurge into the newspapers, cannot expect to appeal to certain elements. Further, in every municipality,

there is a "city hall crowd" and their friends, whose patriotism is that of jobs and profits and who cannot befriend a government which is not erected on this foundation. Lastly, some few persons have been alienated by city officials being overzealous in the execution of their duties.

A word of warning: Government is as much of men and methods as it is of form. Dayton has been lucky in having a well trained manager and competent heads. The rapid acceptance of the city-manager idea has brought out a number of managers with little training and ability. They will not produce results.

Even in Dayton, which has tried to become "the best governed city," there are many recognized improvements yet to be made. New methods of procedure must be installed, and those already in use can be improved. Some of the large humanitarian questions are only now coming to be considered, such as municipal ownership of gas, electricity and street railways; better housing; larger park facilities, etc.

Human frailties, local prejudices, and inadequate funds will always combine to make ideal government a mark only to be approached. But a greater degree of ability and accomplishment is being demanded of public officers than ever before and with an interested citizenship results of a high character may be expected.

Prosperity Day, Joliet Idea for American Nation.

Over a year ago Joliet broke into prominence nationally when an enterprising group of men evolved the "go-to-church" day idea. It advertised the city as no other movement had ever done. Every city now has an annual "Go-To-Church" day in the U. S., according to the *Joliet Evening Herald News*.

And now comes another brand new idea from Joliet Rotarians and other enterprising citizens of that Illinois city. The suggestion first having been made by Jewett Ricker.

"Prosperity Day." That's the new one.

It asks that every corporation, every business house and every individual set aside the earnings of the "extra day" and use it as the foundation stone to a greater national prosperity.

On February 29th, under the auspices of the Joliet Association of Commerce, a monster "Prosperity Day" banquet will be held. Edwin B. Lord, prominent Rotarian, has been appointed chairman of a committee on arrangements and will also have charge of a campaign to make the day a nation-wide celebration. Letters and literature will be sent to the president and secretary of every commercial organization in the United States and its possessions immediately explaining the idea and asking cooperation.

Neat folders have been sent all over the country advocating "Prosperity Day." No advertising or soliciting accompanied the folders. They were merely a gratuitous suggestion from a calendar manufacturer that their Mr. Ricker had suggested something worth while. The *Joliet Herald News* says that the response has been tremendous in scope. Telegrams from Canada, from the Southland, from the far West and far East have besieged the company for copies of the folder.

Briefly, Ricker's idea is this: "The great mint of time has coined for us an extra day in 1916. On this day, Tuesday, February 29, the United States will become millions of dollars richer on account of the extra twenty-four hours of time. You will receive on this day an extra day's revenue as will millions of others in the United States. In view of these facts it seems appropriate that February 29th should be known as "Prosperity Day."

"Old Man" Ned Lord expects every Rotary Club in the United States to join him and his committee in their campaign to pass this prosperity day idea around.

President Wilson will be asked to set aside that day as "National Prosperity Day."

Practical Pan-Americanism

By JOHN BARRETT

PAN-AMERICA" and "Pan-Americanism" are today terms of such vast and potential significance in world affairs that every one should be interested in their practical application and interpretation. Affecting vitally the progress and prosperity of every American republic and, therefore, the welfare of every citizen thereof, the year not to be dismissed as mere concepts of the moment. Altho long known in the phrase-book of international relations, they have an extraordinary present-day meaning which, based upon both fact and fancy, appeals alike to the reason and the imagination. Not only do they concern directly all the nations and peoples of North and South America, but indirectly many of the nations and peoples of Europe and even Asia.

The present and future position, influence, and the very existence of each of the twenty-one American republics are and will be so related to the wise use of the power of Pan-America, and the just application of the principle of Pan-Americanism, that all patriotic and thinking Americans from Canada to Chile should study thoughtfully what Pan-America and Pan-Americanism mean.

In truth, Pan-Americanism, in its correct interpretation, is in no sense anti-European or anti-Asiatic in its policies, purposes and propaganda, but an honest expression of the fundamental right of nations having similar geographical, historical, political and commercial interests and inspirations to act together for their common good and protection. Pan-Americanism can be defined in its simplest form as the common or concerted action or attitude of the twenty-one American republics for the welfare of one or more or all of them without infringement of their sovereignty or integrity.

Three Main Propositions

To point out and summarize some of the principal present-day developments of



John Barrett

practical Pan-Americanism, three main propositions and facts can be noted as follows:

I. The most potential and interesting opportunity and responsibility before the United States in the realm of foreign relations today lies in the twenty Latin-American republics which extend from Mexico and Cuba south to Argentina and Chile.

II. These republics, in turn, according to the statements of their statesmen and newspapers, are more desirous than at any previous period in their history to get into closer political, commercial, economic, financial and sympathetic touch with the United States.

III. With the Old World, including Europe, Asia, Africa, Australia, and our own near-by Canada, engaged in the most titanic war of all history, the New World, or Pan-America—comprising twenty-one nations at peace with each other and inspired by the Pan-Americanism born of common purpose and interest—is destined to become the mightiest combination and influence for universal peace and goodwill among nations and men which the world has ever known.

It is now necessary and fitting, in order to understand this remarkable Pan-American situation, to consider and enumerate some of the principal influences and agencies of recent years which have helped to bring it about. Among these may be cited:

1. The unremitting work of education, information and propaganda in behalf of peace, friendship, commerce and general intercourse among the American republics, carried on thru many years and in the face at times of serious difficulties by the Pan-American Union (formerly known as the Bureau of American Republics), the international official organization and office of the twenty-one American republics, maintained by them in Washington and controlled by a Governing board made up, by international agreement, of the Secretary

EDITORIAL NOTE: The Pan-American Financial Conference in Washington last May and the recent Pan-American Scientific Congress in the same city, before which Secretary of State Lansing delivered his notable address suggesting a closer political union between countries of the three Americas have greatly increased the interest of the world generally and the United States particularly in the subject of Pan-Americanism. The interest of Rotarians in the extension of Rotary in South America warrants the publication of this article by John Barrett, Director-General of the Pan-American Union and former United States Minister to Argentina, Panama and Colombia. It is the major portion of an article originally published in the *North American Review*, September 1915. It is reprinted by permission of that publication and of Mr. Barrett.



The Birth of the A. B. C. of the Three Americas.

The initials "A. B. C." have been used many times during the past year with reference to the cooperative action of certain South American diplomats accredited to the government of the United States. The event pictured here appears to have been the origin of the phrase. This photograph shows the signing of the Peace Treaty between Argentina, Brazil and Chile at Buenos Aires on May 25, 1915, which was known as the A. B. C. treaty. Before a notable assemblage the treaty was signed by Senores Dr. Jose Luis Muratore, Minister of Foreign Relations and Culture of the Argentine Republic; Gen. Lauro Muller, Minister of Foreign Relations of Brazil; and Dr. Alejandro Lira, Minister of Foreign Relations of Chile. (Published by courtesy of the Bulletin of the Pan-American Union.)

of State of the United States and of the diplomatic representatives of the twenty other republics accredited to the United States.

2. The new and special attention given in late years by the State Department of the United States to diplomatic and commercial relations with all of the republics of Latin-America; and the recent activity of the Government in promoting Pan-American trade.

3. The visits to Latin-America of high officials of the United States Government, especially of Secretaries of State, and of other representative statesmen, scholars, editors, writers, travelers and business men, and the activities and efforts of an able corps of United States diplomatic and consular representatives, military and naval attaches in the Latin-American capitals and principal centers of commerce and social life.

4. The presence in Washington of exceptionally high-grade Ambassadors and Ministers, secretaries and attaches from all the Latin-American Governments, who, by their character, ability, tact, and public utterances have created a profoundly favorable impression, and also, as members of the Governing Board of the Pan-American Union, have wisely advised and inspired its executive officers in the administration of its work for peace, friendship and commerce.

5. The meeting, at varying intervals, of the great official international or Pan-American Conferences, beginning with the first, which met in Washington in 1889-90, and including the second at Mexico in 1901-2, the third at Rio de Janeiro in 1906, and the fourth at Buenos Aires in 1910, which were attended by plenipotentiaries from all the republics, and at which many Pan-American questions and problems were frankly and amicably discussed.

6. The holding of numerous other official or semi-official conferences.

Extraordinary Growth of Countries

7. The extraordinary recent progress of many of the Latin-American countries in population, commerce, political influence, peaceful conditions, stability of government, transportation facilities, education, science, arts and literature—a degree of progress which has demanded world-wide attention and recognition; the growth of great cities and commercial entrepôts among them; their increasing attraction

for travelers and explorers; the exploitation of their marvelous and limitless agricultural, mining, timber, industrial and water-power possibilities; and the rapid evolution in some of them of progressive and ambitious peoples seeking active participation in world affairs.

8. The construction and completion of the Canal, which, while physically dividing North and South America, has commercially and politically brought the two continents closer together and quickened the interest of the world in the countries which can now be reached thru it; the improvement of steamship and transportation facilities logically resulting from it; the betterment of sanitary and healthful conditions in tropical and subtropical sections of Latin-America which were inspired and undertaken as a result of the example set and the good accomplished at Panama.

Widespread Interest Aroused

9. The recent widespread attention, which the Pan-American Union labored during many years to awaken, now being given to Latin-America by chambers of commerce and boards of trade, other commercial, industrial and financial organizations, civic societies and literary clubs, universities and colleges, newspapers and magazines, books and pamphlets; the almost overwhelming and constantly increasing demand on the Pan-American Union, from all parts of the world, for every variety of information relating to each American republic; the call upon the Latin-American diplomats and executive officers of the Pan-American Union for numerous addresses on Pan-American subjects; and the progressive action of some of the representative banking, manufacturing, exporting, importing, and shipping firms and companies of the United States and Latin-America in forwarding Pan-American material development.

10. The practical results actually accomplished for Pan-Americanism thru the initiative of the Pan-American Union during the last eight and one-half years, as follows:

(a) The establishment of courses in Spanish (and in some instances in Portuguese also) and in Latin-American history, geography and natural development, at over 2,000 universities, colleges, normal and high schools, academies and private educational institutions thruout the United States, with corresponding help in the estab-

lishment of English courses among Latin-American colleges and schools;

(b) The regular acceptance by 1,500 newspapers in the United States and 300 in Latin-America of descriptive matter and news bulletins relating to the progress of the American republics;

(c) The causing of over 3,000 libraries in the United States and many in Latin-America to equip their shelves with books relating to the Pan-American countries, based on lists carefully prepared by the Columbus Memorial Library of the Pan-American Union;

(d) The supplying of data and information which has caused over 5,000 manufacturers, exporters, importers, bankers and other business men to investigate or develop Pan-American business relations, and has resulted in an actual increase of \$400,000,000 in Pan-American trade;

(e) The providing of information which has aided over 6,000 North and South Americans to visit other American countries than their own;

And (f) the purchase of property and the construction of a building for a fitting headquarters of the Pan-American Union as an international organization and home of practical Pan-Americanism, at a cost of approximately \$1,100,000, towards which Mr. Andrew Carnegie generously contributed \$850,000 and the American republics \$250,000.

Three Strong Influences

11. Finally, and perhaps, at the moment, most important of all, the three following influences: first, the European war, which has demonstrated practically and convincingly the interdependence and common interests of the nations and peoples of the western hemisphere; second, the Mexican revolution, which has brought the United States and its sister republics face to face with one of the greatest problems of Pan-American peace and fraternity, and has inspired the spirit and action of Pan-American mediation and co-operation; and, third, the statesmanlike, unselfish and sympathetic interest and attitude of the President of the United States in all questions and matters pertaining to the Pan-American relations of the United States, which has been appreciated thruout Latin-America and reciprocated by the Presidents of the other American republics.

Fully to grasp the significance of Pan-

America and its resulting product, Pan-Americanism, it is necessary to remember what Pan-America represents in area, commerce and population. The combined area of Pan-America, exclusive of Canada, is 12,000,000 square miles, of which the Latin-American countries occupy approximately 9,000,000 and the United States 30,000,00. This physical extent of Pan-America is better realized when it is compared with that of Europe, which has 3,750,000 square miles, with Africa, which has 11,500,000, and with Asia, which has 17,000,000.

Remembering that commerce is often described as the "life blood of nations," the Pan-American family certainly can be classed as lusty and full-blooded, for, in the last normal year before the war, 1913, Pan-America's foreign trade, including both imports and exports, was valued at the enormous total of, approximately, \$7,000,000,000, of which the share of the United States was about \$4,200,000,000 and of the Latin-American countries \$2,800,000,000.

Pan-America's real greatness, significance and power in world relationship are also emphasized by appreciation of its present population and the future possibilities for a vast increase. Its twenty-one nations can now boast of a population of 180,000,000, of which 100,000,000 are living in United States territory and 80,000,000 in Latin-America.

Position of Canada

In this discussion of Pan-America and Pan-Americanism, Canada has not been included because she is a part of the British Empire, and yet in many respects she is as closely associated with the purposes of Pan-Americanism and as dependent upon Pan-American commerce and relationship as some of the countries forming the Pan-American Union. Some day, and possibly one not too far distant, it is probable that Canada will desire to become an active member of the Pan-American Union, or, at least, an honorary or corresponding member, so to speak, if that can be arranged by international agreement. When that time comes, Pan-America, in its broadest possibilities, will include twenty-two Governments instead of twenty-one as now, and there can be little doubt that Canada herself will become as staunch an advocate and friend of practical Pan-Americanism as any of the ABC or other Latin-American Powers.



How To Plan Neighborhood Centers

By
WILHELM BERNHARD
Chicago



IN considering the methods for planning neighborhood centers in connection with the development of the surrounding area, it is essential to lay out the land well in advance of the time when it will become ripe for improvement.

As there are many technical questions connected with this planning, such as the proper location of thoroughfares, streets and alleys, sizes and dimensions of lots, the installation of a sewer and lighting system, etc., it has been found that such areas are greatly benefited by the application of a comprehensive plan, and that it is to the advantage of the land owner to have plans prepared for a uniform development.

The creation of such a plan involves first of all a thorough study of future growth and requirements for the physical development of a city or neighborhood. This plan should include at least the following studies: Streets, parks, playgrounds, transportation facilities, grouping of public and semi-public buildings, terminals, markets, etc.

All these problems should be carefully considered with the view in mind of holding high the standard of the neighborhood by giving efficient and constant attention to the many details connected with such a plan. In other words a clear conception is needed beforehand of what the neighborhood shall look like in the future.

After the preliminary plan has been outlined the next step is to secure the interrelationship of the different improvements which go to make up the development.

What are the essentials of such planning?

First: To create a neighborhood center as architectural emphasis and focus for business and civic life.

Second: To separate distinctly the business streets and squares from the residential part of the community.

Third: To eliminate as much as possible

from the developed tract the thru-running traffic from the heart of the city.

Fourth: To emphasize the domestic character in residential as well as business districts of the community.

Fifth: To give to the architecture an individual character as an outside expression of the inner life of the community.

It is obvious that upon a proper location of a neighborhood center will depend the character of the whole neighborhood, and that the village square, surrounded by buildings for civic, public and business life, will be the main artery for community needs.

Close to the square and with easy connections to same, should be located the market piazza as center for food supplies. Near to it a place should be found for stores, theatre, lodge halls, fire station, garages, etc.

Further there has to be determined in advance:

(1)—The number and sizes in street frontage and superficial area in square feet of lots and dwellings.

(2)—The approximate number of families to be accommodated.

(3)—The number of feet of public sewer.

(4)—The number of square yards of street pavement.

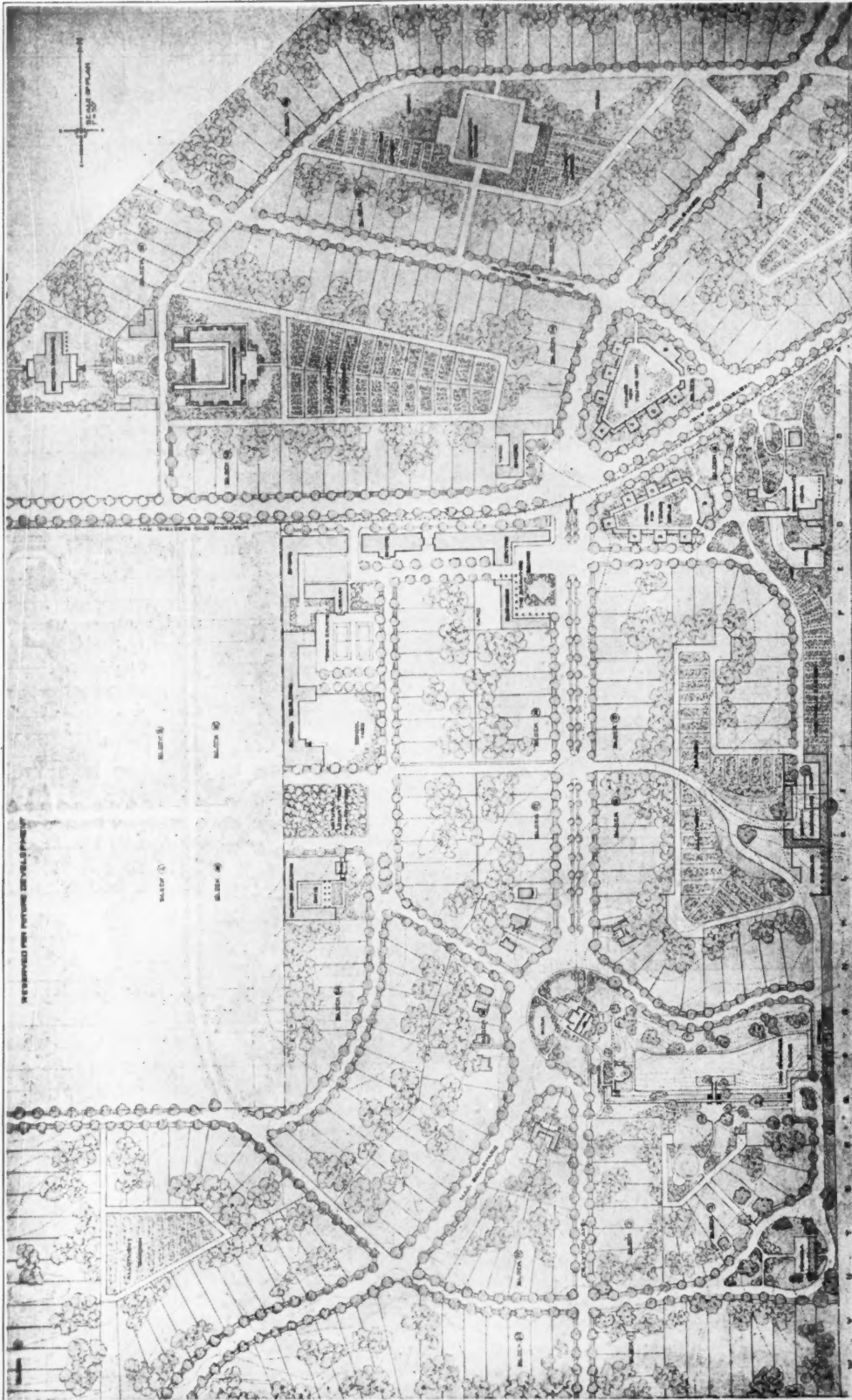
(5)—The number of square yards of sidewalks.

(6)—The percentage of total site in streets and in other public spaces

All those things can not be too carefully considered and planned, to insure convenience for the residents, and at the same time keeping in view the financial interests of the proposed development.

The latest statistics on interurban passenger traffic in America have demonstrated that the most successful developments for residential purposes are those where the time required for transportation between the inhabitant's home and his place of busi-

EDITORIAL NOTE: This is the fourth of a series of six articles on Neighborhood Centers written especially for THE ROTARIAN by Rotarian Bernhard, the landscape-architect member of the Chicago Rotary Club and not the architect member as stated in the footnote to last month's article. R. C. Fletcher is the architect member.



The Shawnee Garden City in Lima, Ohio, showing an up-to-date real estate development in an informal manner, the roads following closely the topography of the land. The main boulevard cuts the tract straight thru on which is situated the Neighborhood Center including library, hall for social entertainment, a dairy, stores and apartments on the second floor. The lots are laid out on a sixty foot unit, one hundred feet deep. Plenty of provision has been made for parks and playgrounds. It is being developed by a private concern.



Plan showing the development of a quarter section of land in the outskirts of Chicago. The Neighborhood Center is concentrated in one part of the development, including a municipal building, bank, stores, fire station, garage, etc. The middle of the tract is occupied by a park and playgrounds.

ness does not exceed forty-five minutes, by means of steam or street railway service. It is therefore essential to plan efficient transportation service from home to business.

This brings us to the question of the laying out of roads and streets. The determination of the width and character of streets is a matter of the highest importance. The planner has to know the volume of traffic that is to pass thru a tract to be developed if success is to be achieved.

In opening tracts adjoining a city restrictions should, of course, be made in regard to the direction and character of future streets. They should meet the demands of topography and of anticipated traffic.

The main thorofares should be planned in a way to facilitate the communication in the developed area but to avoid as much as possible unnecessary traffic in the residential parts.

Streets for residential purposes should not be wider than 26 feet: in many instances not more than 20 feet in width is quite sufficient for a private thorofare, not only saving in cost but increasing the amount of space devoted to parking, which in our cities is not large enough to accommodate well developed trees.

The monotonous, endless, business thorofares, running in a straight line from the heart of a city out thru its suburbs, with their never ceasing noise of street cars and heavy wagons, their temptation for speeding to automobilists, are killing every possibility for the quiet, clean, healthy characteristics the name suburb suggests.

The thru-traffic streets as a rule ought to be straight, but streets of minor importance used for residential purposes mainly, should be slightly curved so as to discourage their use as quick-rush thorofares, and from an esthetic viewpoint to break the monotony of straight street lines.

Thorofares should have a width of 60 feet, with ample set-back of buildings.

Streets less important for traffic should be 40 feet wide or less. The additional space obtained by lessening the width of the streets will increase the size of the lots, permitting space for front and back yards.

The dimensions and sizes of lots are to be determined also in advance. The planner should constantly keep in mind the possibility of conversion of lots used for residences into commercial use as the city grows. He must see to it, when the preliminary

plan is being outlined, that an appropriate size is given for residence lots.

The practice has been that lots should never be smaller than 25 feet by 100. A 25 foot lot is not enough for an economical development of dwellings and not enough to have rooms of sufficient number for an average family to furnish fairly healthful conditions.

The smallest unit upon which the results referred to can be obtained is 30 feet by 100. The modern tendency is to get away from the narrow lot. Deep lots are undesirable and tend toward the use of narrow buildings. Narrow buildings are bad from any point of view, whether stores or residences. It is advisable to group the houses in larger and smaller units, of which some are set back, some brought forward. This system will avoid the monotony offered by a straight line of single houses.

Lots facing the boundary streets located near surface car lines are naturally less desirable than the ones located on the inside of a developed tract. The first ones therefore will bring in smaller financial returns and will be selected by people of moderate income whereas the more expensive lots will be selected by people of better means. This idea to provide lots suitable to citizens of different means has been tested and has proved to be profitable.

Those are in brief the conditions we have to face in creating neighborhood centers. We are rapidly growing in our appreciation of the need of giving to our communities improved subdivisions, practical and charming in design. In doing so we are responding to a desire already latent in us. Here and there we find an effort to belittle and prevent such expressions, but as a rule we all realize that it is worth while.

In England every 15 years, 500,000 acres of agricultural land are being subdivided for the purpose of giving people decent homes. The way in which such things are being done throws a very important light on our civilization.

We can not question the fact that an organic, developed suburb and a well planned neighborhood center, strongly marked by an architecture of its own, able to impress its individuality on the district, will awaken the love in its citizens for healthy and beautiful surroundings and will express definitely thru its individuality the individual life of its citizens, the life which is going to dominate the community.

The Human Element in An Industrial Plant

By CHARLES B. COOK

IT IS becoming more and more recognized that the human element in any organization is the greatest factor to be considered. It is becoming necessary to make scientific studies of the human element, just as much as scientific studies have been made on machinery and methods.

When we look back and analyze the methods which were practiced in other days we wonder how it was possible for our grandfathers to do business at all. Then the man who placed his money into business assumed the leadership of that business, and the tendency was to rule it as an autocrat, regardless of his fitness for leadership. "By right of might" was so evidenced that little attention was paid to the lawful rights of the employe. Customs and traditions played their part and were kept up regardless of the decreased efficiency of those subordinated to conditions.

Today a vast change is occurring in our large and even small commercial, industrial and agricultural concerns. It is being driven home to us that the human element in business must be analyzed and controlled scientifically as nearly as possible. Industry exists for men, and not men for industry.

If you tell a man, "Here is your job, go to it! If you make good, great; if not, we fire you," it is simply a matter of throwing human flesh at a job.

Inspiring Loyalty

It is very important for an executive to inspire loyalty to himself and company. To get it, he must give human sympathy and help to his subordinates. He must show his employes his deep interest in them and their work. The employer's success is surely affected by just as much as he lacks in properly dealing with the human element subordinated to his direction.

The success of the employer depends upon the men with whom he surrounds himself. They are his own selection. There-

fore, the power of success or failure depends upon that selection. He must, if he wishes to succeed, study the many elements of the human beings he has selected and the jobs they are assigned to. He must know the experience and training required, the mental effort, the physical effect, the nervous strain, the danger attached to the job, if any, the effect on the man's health, etc.

It is recognized today that business success depends upon doing more in less time with the least fatigue and at least cost. That is business. Scientific methods are those methods which help to fit a human equation, rather than methods which try the impossible task of making a human being into a machine.

Conditions That Affect Men

When a man becomes an employer the power that he assumes does not always mean leadership. There is a big difference between the "right of might" of a job and the "right" of job. The first does not respect personal liberty and the second does. Any man who assumes a position controlling men without any knowledge as to the requirements of the position must lower the efficiency of his subordinates.

We cannot control all the elements of the human being. Take the condition of the working man: A thousand and one things in the home may affect his attitude to his work. He gets up in the morning feeling physically fit and mentally alert. The sun may be shining; he has had a breakfast that is suitable to his appetite and likings; and he is clear of debt. If on his way to work nothing has occurred to change his physical and mental attitude he does a good morning's work.

On the other hand if he wakes up feeling tired from a previous evening's festivities, or it is a dull and rainy morning or there is a delay in the breakfast or he just misses or just catches a car, his attitude towards his work is apt to be quite different.

EDITORIAL NOTE: This is the first of two articles taking up the very important question of humanizing an industrial plant. The second, which will discuss the problem along more intimate lines, will appear next month. Mr. Cook, a member of the Rotary Club of Hartford, is the vice president of the Royal Typewriter Co., and is well qualified to discuss the subject in an interesting and illuminating manner.

Again; a man may have a splendid wife, fine home and nearly everything that helps towards his happiness. Then sickness, or other matters cause him to fall back in the payment of his bills. He owes the butcher, the baker, the doctor and the coal man. Out of his earnings he finds it impossible to pay more than a small amount to each of his creditors to keep them only half satisfied. If he could syndicate his debts the burden would not be so great.

For instance: If John Jones owes these men \$15.00 each, making a total of \$60.00 and each is asking \$1.50 per week on his bill it means \$6.00 out of John's weekly earnings. If he is getting \$15.00 per week he will have left only \$9.00 upon which to live. If he has a wife and family this \$9.00 cannot keep him going without increasing his debt somewhere else. Worry decreases his efficiency.

By syndicating his debt, and placing the \$60.00 with somebody as a loan to be repaid at \$2.00 per week he would pay off the four creditors at once and have a longer time to take up the loan. This would change the whole aspect of conditions to the employee and he would become more efficient.

Over Specialization

Modern specialization in manufacturing has brought out a new element to contend with in the human equation. Society in general, as well as the manufacturer, benefits by the skill which a worker has acquired by doing one thing over and over again. The product improves thru his increased skill, yet the use of a single set of muscles and of a single part of the brain must have a detrimental effect upon the welfare of the human being.

We have taken too much for granted in the past and have looked upon the body as made up of independent parts and have concerned ourselves only with the right hand or left hand which did the work.

We realize now that the employee is an entity, a unity, and that no part can suffer without the man suffering; that in order for one part to continue to do its work well the other parts of the body must not be neglected; that the other side of the man's mentality must be given attention.

In a very thoro manner we take care of our machinery. We have oilers to oil the different parts, we have belt men to take care of the belts, we have repairmen to cor-

rect any damages or imperfections, and yet while we know that the human element is the greatest factor in our plants it is only recently that we have commenced to provide oilers, etc., for our human beings.

These are the hospital nurses, doctors, sanitation, dining rooms, welfare work and many other provisions which many manufacturers are establishing in their plants. These provisions are to repair and keep in order the human form with its extensions—the right and left hands and arms. The manipulation of these extensions are controlled by the human form and we must see to it that the form is protected and repaired in every way possible.

Vocational Education

It takes our young men years to receive the high skilled training which is necessary in the specialized manufacturing of today. When entering upon work they lack the knowledge of the fundamentals of their future work and so they drift around, postponing the day when they finally get into the ranks of highly skilled labor, if ever they get there.

The conservation of our human resources is one of America's greatest problems and its solution can, to a great extent, be solved by vocational education.

This form of education is a movement which provides for the co-operation of the manufacturers with the schools for the training of working boys out of hours, or during working hours, or upon leaving the grammar school to go for two years to a pre-vocational school. This affords them means of more quickly becoming skilled workmen, thereby reducing the years ordinarily spent in finding themselves.

In the days gone by these matters were taken care of in a slipshod manner by taking care of a few by the apprenticeship system where the boy was given special training under the master workman. There was no defined method in those days and every boy apprentice was at the mercy of the prevailing unsatisfactory conditions.

Vocational training is the modern substitute which the manufacturer is beginning to recognize at its true value. He must be broadminded enough to deal with this on a community basis.

We manufacturers have discovered to our benefit and that of our workers, that the men who love their work and their environments do better work; they put

something of themselves into the product which the man who goes grudgingly to his task leaves out, and it is that something which distinguishes the product from the mediocre.

It may be a stretch of imagination to think good books and patronizing the public library benefit the worker. They develop the worker, make him a bigger man. It pays the manufacturer to interest himself in such a man. It is early in the progress of a workman when his skill in connection with material things must be supplemented by his knowledge of his fellow-workers, when his knowledge of the product must be supplemented by knowledge of human beings. He will not understand or be in sympathy with his fellow men until he has broadened his viewpoint and increased his observation to the fullest extent. Then he becomes a better workman.

It has been found that one of the greatest problems is to keep the employees satisfied and contented and have them throw their hearts and good will into their work. Every average person has a certain amount of a roving disposition in his make-up. This must be recognized. If the desire for change isn't gratified to his profit it will be gratified to his loss. So vacations are

encouraged by the modern manufacturer because it pays. It gives the employees a change and renews their vitality and mentality.

A modern manufacturer encourages his men to save. An employee does not provide for the future on what he earns, but on what he saves. When a man saves something each week he becomes an employee who attacks his problem and work from a different viewpoint than the man who is going into debt.

Men are forced to labor under mental strain until safety appliances are provided. With safety appliances installed a man approaches his work with a mind free from the thought of dangers. His efficiency is added to.

The hospital, mutual benefits, sanitation, light, cleanliness, all affect the attitude of the workman towards his work. There must be no forcing of the company's attentions on the men, but as changes and improvements become necessary they should be made quietly at the expense of the company, and if possible at the suggestions of the employees.

The more intimate relations between the employer and the employee will be discussed next month.

If You and I

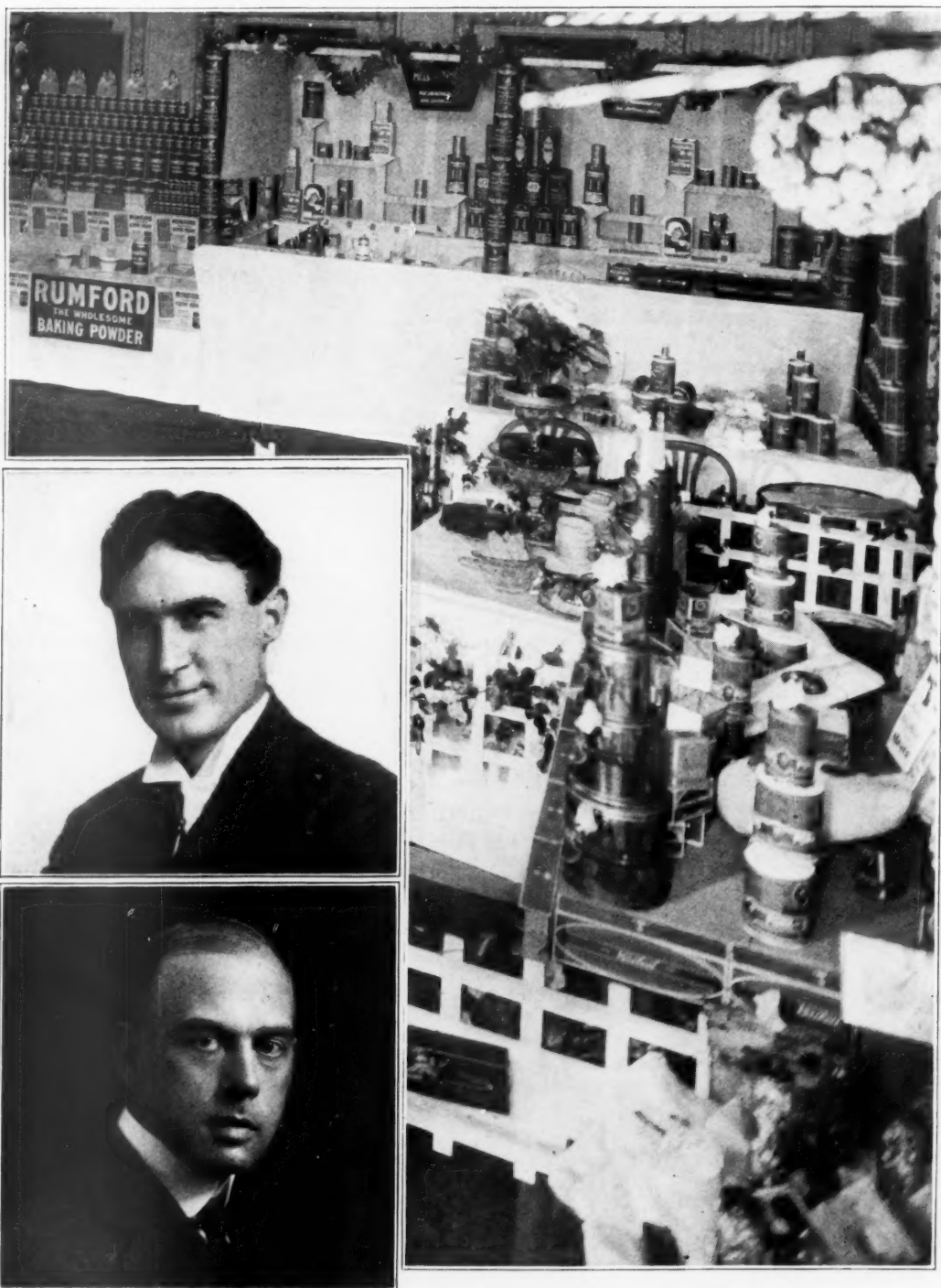
If you would smile a little more
And I would kinder be;
If you would stop to think before
You speak of faults you see;
If I would show more patience, too,
With all with whom I'm hurled,
Then I would help—and so would you—
To make a better world.

If you would cheer your neighbor more
And I'd encourage mine;
If you would linger at his door
To say his work is fine,
And I would stop to help him when
His lips in frowns are curled;
Both you and I'd be helping then
To make a better world.

But just as long as you keep still
And plod your selfish way;
And I rush on, and heedless kill
The kind words I could say;
While you and I refuse to smile
And keep our gay flags furled;
Someone will grumble all the while
That it's a gloomy world.

By Edgar A. Guest, Detroit Rotary Club

Third Annual Chicago Rotary Business Show



An attractive corner at the Chicago Rotary Business Show; Rotarian Edwin C. Barnes (upper photograph) its efficient manager; James O. Craig (lower photograph), president of the Chicago Rotary Club.

Chicago Rotary Business Show

By J. H. BUTLER

THE third annual business show of the Chicago Rotary Club, December 9 and 10, 1915, was by far the most successful of the three. The number of visitors was estimated at twelve thousand and every one of them was favorably impressed with the merit of the exhibit.

The entire second floor of the Sherman Hotel was turned over to the Rotarians for the affair and the exhibitors numbered one hundred sixty-five.

All spaces were uniform in size, six by six feet—alho exhibitors who required larger space were permitted to take two or more units.

Rotarian Edwin C. Barnes was manager of the affair from start to finish and in recognition of his excellent services the club gave him a medal of honor consisting of a cross, bearing the legend that it was presented to Barnes "For doing, not talking."

A very attractive souvenir roster was printed for the show and copies distributed to all the visitors. The first page of the roster contained Rotarian Edgar A. Guest's poem "The Rotary Spirit," following this brief, but comprehensive statement:

Why Do Business With Rotarians

"One of the big manufacturing and selling concerns in the world has said, 'The Rotary club is a group of men representing the various industries in a club city, only one man from each industry being given membership. Election to membership is consequently no small honor.'

"No manufacturer, jobber or mer-

chant has a place in Rotary unless he is on the square in his business. Rotarians are safe and pleasant people to do business with. Their motto is 'He Profits Most Who Serves Best' and the Rotarians' idea of profit is happiness rather than money. A Rotarian establishment is one wherein service to the public is the first consideration.

"This is a roster of the members of the Chicago Rotary Club. These men consider it an honor to be Rotarians. They are good people and safe people to do business with."

The roster contained the names of the officers of the club, a statement of the date when it was founded, the name of the founder, Paul P. Harris, and a list of past presidents. The list of members, with their photographs, was published on the right-hand pages and the left-hand pages were occupied by advertisements.

The attendance of the ladies at the show was noticeably large and they were all delighted with the exhibit, each one being loaded down with samples and souvenirs from the various exhibits.

One of the special features of the show was the Rotary Christmas barrel into which were dropped contributions for the Christmas Relief Fund, which provided food, clothing, and toys for nearly one hundred and fifty families on Christmas day.

The show secured for Rotary a great deal of desirable publicity in the Chicago newspapers. The *Herald* printed a special Rotary Section of ten pages the morning of the day upon which the show opened. This



The center of the Chicago Rotary Business Show—The Good Fellow Christmas Barrel.

section contained excellent articles by Paul P. Harris, on "What Rotary Really Is;" by Allen D. Albert, on "Truths and Ideals of Rotary;" by International Secretary Perry, on "Persistence in Rotary;" by International Treasurer Chapin, on "Why Rotary is a Success;" by District Governor Angster, on "The World Wants Rotary;" by President Jas. O. (Jim) Craig, on "He Profits Most Who Serves Best;" and by Edwin C. Barnes, on "The Annual Rotary Business Show." It also contained a complete roster of the members of the club. The special edition was circulated, in addition to the regular 200,000 subscribers, among all Rotary clubs whose secretaries had responded to a request from the paper for lists of their members.

To Barnes and Craig belong the credit for this most successful show, which was carried thru without a single hitch, kick or objection upon the part of any



One of the Effective Exhibits



Cross of honor given to Manager Barnes "For doing—not talking."

exhibitor or any of the visitors. The cost for each unit of space in the exhibit was only \$4.00, which took care of signs, tickets, and all incidentals.

It was one of the greatest get-together, get-acquainted, cooperative events in Chicago since the birth of Rotary there eleven years ago. A large

amount of business was transacted but the greatest good resulting from the show was in the acquaintances and friendships that were formed and strengthened.

A notable feature of the show was the unusually large number of Rotarians from other cities who attended. They came from all quarters of the United States. Among them was one from New York, another from San Francisco and still another from an extreme Southern city. All expressed themselves as highly pleased with Chicago's wonderful Rotary exhibit.

There's strong probability the business show will be a permanent annual feature in Chicago.

The Perfect Man

There is a man who never drinks,
Nor smokes, nor chews, nor swears;
Who never gambles, never flirts,
And shuns all sinful snares.

He's paralyzed.

There is a man who never does
A thing that is not right;
His wife can tell just where he is
At morning, noon and night.

He's dead.

A Message From the B. A. R. C.

ON behalf of the Rotarians of the British Isles I send heartiest greetings to my brethren in America on the celebration of the anniversary of Rotary. To Paul P. Harris and his confreres who inaugurated the movement and laid the foundation stone, and to all those able men who have assisted in building up the edifice of International Rotary on the unsinkable foundation of Service and the Golden Rule, the gratitude of some 22,000 Rotarians is most heartily due and most warmly accorded.

Excluding as it does the controversial topics of sectarianism and politics and holding aloft the splendid ideals of brotherly kindness and mutual service, free from the complications of trade and professional cliques, the Rotary movement affords a means of civic and national service and of promoting international comity unequalled by any other club or body in existence.

The growth of Rotary in the British Isles has been somewhat handicapped by the great war in which Europe is at present involved. Nevertheless at a Conference of the British Rotary Clubs held in Manchester in October we had representatives

present from a thriving new Rotary club in Newcastle-upon-Tyne as well as from London, Liverpool, Glasgow, Edinburgh, Birmingham, Manchester, Dublin and Belfast, and Leeds, Bradford and Sheffield are likely to follow suit.

In the midst of war's turmoil we have kept the Rotary flag flying, and whilst the club life of many clubs which existed for purely pleasure purposes has been largely disintegrated we Rotarians have found in Rotary practices and principles a sheet anchor to hold us together, and an incentive to undertaking many patriotic and philanthropic schemes in Rotary centres of the United Kingdom; schemes which have redounded alike to the honour of the cities in which they were carried out and which I am proud to be able to add have made the Rotary clubs of a goodly number of British cities a synonym for efficiency and patriotism.

With heartiest greetings, and all good wishes for the future success of Rotary and THE ROTARIAN I remain

Yours Rotarily,

W. H. ALEXANDER, President B. A. R. C.

International Rotary Lauded In Great Britain

British Association Has Meeting at Manchester

THE British and Irish Rotarians have yet to experience the happiness of a great get-together meeting of all the members of all their clubs. However, now and then they have a meeting of the officers and directors of the British Association of Rotary Clubs, usually two directors from each club. This makes quite a comfortable family party and it was the pleasure of the Manchester (England) Rotary Club to entertain the officers and directors of the B. A. R. C. at its monthly dinner at the Albion Hotel in Manchester on Thursday evening, October 31, 1915. The chair was occupied by Mr. C. H. Megson, president of the Manchester Rotary Club. From the *Manchester Rotary Life*, so ably edited by Rotarian William H. Taylor of that club, THE ROTARIAN is indebted for this account of the meeting.

With regard to the meeting at Manchester, Editor Taylor has written:

"We can say with our editorial right hand on our fluttering editorial heart that the October dinner of our club was just 'it.' Or to borrow that recent incorporative into our English language from our Rotarian brethren in the States, it was 'some' dinner.

"From the first to the last the speeches were excellent in matter and tone and in a collective sense expounded the principles of Rotary from substantially every point of view. There was nothing of importance left unsaid. In point of fact the speakers did themselves proud and rendered to our members and their friends a symposium of Rotary such as we should imagine has never before been effected in a similar short

period of time at any club meeting in the British Isles, and probably not in the United States or Canada. We feel sure, that, had our International President been present, he would have heartily agreed with our firm conviction on this point.

"We also feel for ourselves, what we think was equally felt by those who had the privilege and pleasure of being present, that the speeches were not only a reasoned education in Rotary ethics, but should be a real help in still further cementing the bond of friendship which keeps all Rotarians together.

Rotary Flag Presented

"We are also glad to note that the business side of Rotary was not neglected in the speeches for its ethical side, though in our opinion the latter is the most important, for, given a true insight into that, the former follows as a matter of course. In fact it is better that Rotarians should be kept together by the basic principles of Rotary than by the size of their mutual order books.

"Immediately after dinner, Mr. Purvis Sanders was called upon by the Chairman to present, on behalf of the Manchester Club, a handsome banner (the official Rotary flag) to the Directors of the British Association of Rotary Clubs as representing the Association. Mr. Sanders, in making the presentation, said it was a very pleasant duty he had to perform. He would like to name the flag 'The Banner of Service,' and he hoped it would always represent and remind Rotarians of their motto, 'Service, not Self.'

"The chairman next proposed 'Our Guests—the Directors of the British Association of Rotary Clubs.' He said the British Association stood for more than was perhaps realized. It prevented individual clubs from growing rusty and made them feel it would be a shame not to do their best whilst its officials were not only giving time to their own clubs but still more time to the British Association in order to develop the principles of Rotary. Those officials were giving the best of their brains and experience to make known and develop the basic principle of Rotary, namely, that of a high, moral standard of business. He would like them all to keep that in mind. That was his idea of Rotary, and he thought it should be the idea of every man who became a Rotarian.

"The Rotary clubs of this country had a

great opportunity to raise the tone of business principles, and to make the name British even more honoured than they were proud to think it was today. And in the name British he included Irish also.

"They were indebted to the British Association of Rotary Clubs for ideas. They looked to it for more and they looked forward with confidence that evening to having more good ideas about business, and to having new points of view put before them which would be helpful. They hoped, through the British Association, to spread the gospel of Rotary not only through the United Kingdom but through the British Empire.

"Mr. W. H. Alexander (President, British Association of Rotary Clubs, and Past President, Belfast Rotary Club) replied. His first duty in rising to respond to the toast, he said, was a very pleasant one. He asked his brother directors to stand up for one moment whilst he heartily thanked the Manchester Club for its handsome gift."

Rotarian Alexander will be remembered as first a director and then a vice-president of the I. A. of R. C., and it is likely that he would have thoroly enjoyed the privilege of responding to the next toast, that of "The International Association of Rotary Clubs," which was proposed by Mr. W. Dent Batty, Manchester, who coupled with the toast the name of District Governor Proctor of Glasgow. Governor Proctor proved himself a true and worthy representative of International Rotary, as is demonstrated by the following paragraphs:

Proctor Praises I. A. of R. C.

"Mr. Proctor, in acknowledging the toast declared, amid ringing cheers, that he was proud to be a Manchester man. He was there on that occasion, however, as representing the headquarters of Rotary in America. He considered that any Rotary club which did honour to the toast they had just so highly honoured did honour to itself, and that it might be taken as a fact that any club which failed to honour the International Association was running great risk of decay and of falling away from the true spirit of Rotary.

"The International Rotary Association stood for sustenance and strength. It was the foundation upon which the Rotary clubs rested, and if it remained strong and sure and steadfast, then Rotary as properly comprehended would prosper. But if it

ceased to be steadfast in its Rotary, then Rotary would collapse.

"It was for them all to remember that the stone which lay the lowest was much more important than the coping stone or the flag staff, and for that reason they should respect their foundation stone, the International Association of Rotary Clubs. If a single Rotary club alone stood for something in its own city how much more did it stand for when it was associated with 180 more Rotary clubs, having a membership of 22,000.

"The International Association did not want affiliation with it of the different Rotary clubs in this country and elsewhere—for itself. It required it for the good of Rotary, and, therefore, for the good of Rotarians; just the same way as the nation did not want its colonies for what could be extracted from them but in order that together they might form one united British Empire.

"The International Association of Rotary Clubs gave as well as took. Some time ago, when the International Association was in debt, the clubs in this country sent contributions to help it out of its difficulties, and now it had, in order to aid the extension of British Rotary, voted £100 to the British Association. It was in these circumstances his pleasant duty to hand over the International Association's cheque for 500 dollars to President Alexander, of the British Association. As Rotarians they must do all they could to extend the movement and make for world fellowship.

"Mr. Alexander formally thanked the International Association for its handsome gift, and said that at the meeting of the board on the following day he should have pleasure in getting a resolution of thanks passed officially. As President of the British Association he was delighted to see representatives of the new clubs present that evening."

Thomason Speaks of Service

Then there was a speech by our old friend, Peter Thomason, who came from Manchester to the Buffalo Convention in 1913 and then visited a number of Rotary clubs before returning home. Rotarian Thomason is at present vice-president of the B. A. R. C. He said in part:

"The mainspring of our work, the keynote of our sympathy, is Service. There are certain direct benefits which come to us, as we deserve them, but the indirect benefits preponderate. We never forget the lines,

'Help thou thy brother's bark across, and then, thine own has reached the shore.'

"All the myriad advantages of Rotary club membership may perhaps best be expressed by saying we are in Rotary to meet *men*; and when I say men, I mean men of ability, integrity, respectability and human sympathy. Ability we need as a prime necessity, for unless a man has some measure of constructive power he cannot have attained to that position in business which will render him eligible for membership; neither can his comradeship be valuable to the rest of the members.

"Integrity and respectability are just as necessary, for they are the two virtues which spell character and tend to make that outside adjudication upon which our movement either rises or falls in public estimation.

"The remaining ideal requirement, human sympathy, though possibly not the most important, has a tremendous influence on a man's relation to his business associates, and forms, too, one of the unique attractions of Rotary.

"Today, business organisations have been developed to a point of comparative perfection. It sometimes seems the human element is entirely submerged in favour of the greater efficiency in business. We are living in a scientific age and literature and art seem to have fallen behind a pace. We are always likely to forget the human element, that element upon which, after all, is built our scientific structure and our intricate commercial fabric.

"Rotary can do much to save us from this danger of over-efficiency, and for this reason every good Rotarian should be full of human sympathy and exert the proper influence in his club and in his business, to couple the keen efficiency of the brain with the finer pulsations of the heart."

This account by no means tells the whole story of that inspiring meeting but there will be another meeting of the B. A. R. C. soon and THE ROTARIAN hopes to be able to give an account of that more promptly than it has done with this. The great hope of all those in official capacity in International Rotary is that British and Irish Rotarians will realize their membership in International Rotary and be present in full delegate strength at the Cincinnati Convention. Dewey, Thomason, Wilkie, Heilbron, MacLennan, Sheridan and Stephenson have been welcome and helpful participants in our conventions. We want to see more like them.

Purchasing Goods

(Ethics of Business, No. 3)

By WALTER C. GOLD

IN THE matter of buying goods there is a good deal of reprehensible work done which the ethics of business require shall be corrected. A common and culpable scheme on the part of purchasing agents is a method of endeavoring to obtain a lower price.

It is wrong to secure price on an article of inferior quality and then use it as a "club" to beat down a competing concern offering a better quality of material. This illogical practice is followed even by houses of standing. The more equitable plan is to secure prices from reputable houses on equal qualities.

If we go into the open market it would seem that ethical principles warrant our considering the status of those from whom we ask prices. The responsible house cannot compete, generally speaking, with the irresponsible concern. This is too large a subject to consider in so brief an article.

Purchasing agents are entirely justified in inviting bids from whomever they may please, but responsible concerns should not be put upon the same plane with those who are without responsibility. Still, there are many other things to be taken into consideration besides price and quality. Amongst these are reliability and the reputation for dealing squarely and according to contract or agreement. It is these intangible attributes which may be summed up in that magic word *confidence*.

Therein lies the advantage in dealing with perfectly reliable houses—one is not compelled to worry as to what quality of goods will be sent in fulfilment of an order. The progressive business man is constantly on the alert to purge his list of concerns from whom he purchases goods. The list must be free of tricky or questionable houses.

The motto or axiom of the writer is: "True economy lies in what one gets; not in what one pays." Intelligent buying fosters true economy which does not consider price, but quality. The cheap and low grade article is dear in the long run, be it in wearing apparel, food, machinery,

household articles or anything which affects our existence and our pleasure in living.

Some men seem to consider it a waste of time to see salesmen. On the other hand they will give anyone who wishes to buy goods all the time they desire. Such men actually lose money by their refusal to meet salesmen, even if they do not buy anything. They can get pointers and information from the traveling men which may be obtained in no other way. I have met men who actually acted as if the time they devoted to buying was almost a waste of their precious time; whereas if you were a buyer, they were most gracious! Proper buying is just as essential as intelligent selling.

A superintendent of the storeroom of one of the largest corporations in this city told the writer that he frequently had to return supplies bought by the purchasing agent because they were of an inferior quality.

He said, "My idea in buying goods is to obtain the best at the lowest price, to be sure; but cheap goods are costly at any price and I will not have them around. I have said this repeatedly to our purchasing agent, yet he persists in considering price above all other things."

Unquestionably this superintendent is correct regarding the correct purchase of goods. So many buyers, in opening a conversation, ask not in regard to the quality, but "what's your price?" To such we can say that "the quality will be remembered long after the price is forgotten."

There is a certain element in business who will deliberately lie to a salesman in the effort to beat him down in price.

"Do unto others as you would have them do unto you," literally interpreted and applied logically to the purchase of goods, means that we should not attempt any unfair or questionable methods. In purchasing, it is well to look at the matter from the standpoint of the seller. We want fair treatment from his hands and the ethics of business demand that we shall accord him the same honorable service.

The Many Sided Rotary



"Where there is no vision the people perish" - Proverbs, 20:18.

In the following pages are several articles discussing Rotary from various viewpoints. Many men may have many opinions concerning one subject until all come to a knowledge of the absolute truth about it. In chemistry two or more elements may be brought properly together with good results; they may be brought improperly together and a disastrous explosion ensues. There are many different opinions regarding Rotary. The problem for Rotarians to solve—not an easy one—is how to bring these different opinions properly into contact and so fuse them that the result will develop the absolute truth about Rotary.

The Goal Toward Which Rotarians Are Pressing

By SAMUEL Z. SHOPE, A. B., A. M., M. D., Oph. D.

AS WE come to the close of another Rotary year we rejoice in the fact that Rotary is being better understood by the world at large, its field of usefulness broadening and its accomplishments receiving recognition generally.

Rotary has accomplished results that ten years ago would have been considered absolutely impossible of accomplishment.

We have much to be proud of, much that we would be justified in boasting about in any organization but Rotary. But this should be no halting place. This is neither the time nor place to loiter by the way recounting and exulting over the victories and trophies won in the past.

We can neither aspire to nor accomplish great things for ourselves as Rotarians and for our fellow-men if we occupy our time felicitating ourselves upon what we consider our successes. No present satisfaction over past triumphs should occupy our minds a single moment longer than is necessary to show us that in the light of what we have accomplished much more needs to be and can be done.

That there have been mistakes, failures and short-comings—sins of omission and sins of commission—in Rotary must be admitted by every Rotarian who is conversant

with the facts and has a proper regard for truth.

Rotary has by no means lived up to all its responsibilities nor yet grasped all its opportunities for service. Individual members have at times been derelict in their duty to the club, to fellow-Rotarians, to the municipality. Such individual failures and mistakes may appear more frequent than they really are. What from one view point looks like deliberate neglect or insult may in reality be the result of an error in judgment to which we all are more or less prone.

It is manifest that as we press along a road (one of many roads, let us say, all tending to the same point at last), we cannot see things from where we are just as others see them from their points of view.

We see things from where we are. As we get on further we find of necessity that our view of things is growing to be the same; not exactly because we have sought to have this so, but rather because it is the necessary result of all pressing on together to the one place in which we shall at last see absolutely together, eye to eye. Here it is that the prize awaits us.

We cannot aspire to or accomplish great things for ourselves and our fellow-men if

we occupy our time in commiserating ourselves over the mistakes of the past. Vain sighing over what might have been will not help push the Rotary wheel along but will tend to clog its cogs and check its progress.

Dr. Arnold said, "The difference between one man and another is not so much in talent as in energy." In looking over the records of the great men who have achieved most for their fellow-men we find it to be generally true that they were prodigious toilers and usually attributed their greatness more to their capacity for labor than to any remarkable quality of mind which they possessed. Longfellow beautifully expresses this:

*"The heights by great men gained and kept,
Were not attained by a sudden flight;
But they, while their companions slept,
Were toiling upwards in the night."*

With our spirit stimulated by what Rotary has accomplished in a few short years and guided by a pure principal and lofty purpose we can achieve even greater successes, yea such success as has not been heretofore even dreamed of; not a success, perhaps, which will fill the mouths of men with our good deeds as individuals, for this is accorded to but few, but the success of making the most of our opportunities, of living useful lives, full of good deeds and influences and leaving the world better than we found it.

Let us then, keeping the prize of our high calling ever before us, individually and collectively, press on, forgetting the things which are behind, stimulating each other to the highest efforts by daily, hourly whispering words of encouragement.

Rotary and especially your club needs your shoulder to the wheel (no, I mean you, not the fellow back of you, but *you*) and it requires all the push you possess and it demands that you shall forget the things behind and press on.

No man or dozen men can accomplish the great things Rotary is going to accomplish. Get the idea into your head that the future of Rotary and especially the future greatness of your club depends upon *you*. Don't read this and then "out of sight out of mind" but let the idea "soak in" until it permeates your very innermost being. Let it set your heart, mind and soul aflame with a determination to expend your energies to the last ounce in an effort to help rotate the "wheel" to the summit.

Fellow-Rotarians, visualize the grand future possibilities of Rotary in your city and Rotary in general and then those possibilities are already half realized.

Everything seems to prove that Rotary, by combining a revived ancient philosophy with a newly created science, has evolved a force which will effect a kinetic recognition of the ethics of business.

Everything warrants the belief that Rotary is entering upon a progress that will go on with ever-widening and more confident strides forever.

The next five years in Rotary will be productive of benevolent results that will dwarf those of the last five years as those dwarfed the results of Rotary's first half decade.

Rotary's Place in the World

By MORTON W. STEPHENS

ROTARY is the evolution of twenty centuries of Christian living. It has its inception in the underlying thought of man's divine power, and its reality in the service it may render in elevating and ennobling mankind.

The world, thru all its years of progress, has been engaged in the pursuit of selfish gain, and to attain this result many of the higher and nobler things in life's activities have been sacrificed. Men have become, to a great degree, the vassals of a great

system; the masters of industry, in their ambition for success, have forgotten the duty of service entrusted to them in the development of God's divine plan. The business means and methods have become so great and so extensive that the needs of the people have been far removed from the personal knowledge of their superiors.

The work once done by the hands of man in the presence of his master is now done by the great machines of progress that separate the individuality of the servant

from the business system. He is no longer a necessity but simply one of a thousand to do work that another can do as well. The result of this has led in many instances to want and suffering on the part of the individual, his home and his family.

The time has come when business is beginning to feel that the rights of all must be respected, that the world was made for man and business created as a servant for the betterment of humanity. The men who have been looked upon as the ones who would destroy the welfare and happiness of others are found to be the men who have been the treasurers of the common people and today are giving their wealth, power and influence toward every good and noble thing. They are showing unto the world that they realize that "he profits most who serves best" not himself but those who most need his help.

Today this thought has thrown men together that the best things in all lines of business might be given one to the other. It is with this purpose that Rotary has found a place in the business and municipal life of every community.

Rotary has for its object and purpose the uniting of all men in the higher and nobler

things of life, that happiness, culture and refinement may be the ideals of all business as well as all men.

Rotary gathers unto itself the rays of sunshine from the best in every line of business, only to focus their generating power on the hearts of men to bring them unto themselves and develop within them the power for good that the Creator of man divined.

It places itself upon the altar of God-like purposes, that the sacrifice of self may be the means of advancing others.

It is the golden chain that binds together the hearts of men in an united effort of service to mankind.

It is an active organization of men working unselfishly toward the development of every member into a higher type of citizenship and the community into a greater efficiency of civic righteousness.

It has for its ideals active co-operative service for others; seeking thru its members and methods the fraternalizing of a community spirit of usefulness toward the higher and nobler things of life; and making each member to feel he is one of the great units for unselfish service in the Great Master's divine plan.

Using the Lessons of a Rotary Convention

By SAMUEL P. JOHNSTON

ONE of our members said to me during the 1915 Rotary convention that he was gratified at the personnel of the membership of Rotary clubs, as evidenced by the high class of men who came as delegates.

Our appreciation of Rotary grows with each day and week and year. We come to realize that each of us is a part of a great movement in business.

It is just there that I ask you to stop a moment. Rotary is business and not altruism. Let us keep our feet on the ground in Rotary, even tho our thoughts may at times soar higher.

Altruism is the theory that inculcates benevolence to others in subordination of self-interest.

Altruism is the philosophy of dreamers and seldom works out in practice.

Altruism is a sort of mild excitement, a hope or faint desire, of which it is good to have some in one's make-up; but it must be kept under control.

Some may inquire if we can have too noble aspirations; if we can aim too high. No, but don't let us forget that aiming isn't the sole business of the Rotarian. He must shoot. He must keep his powder dry. He must have sufficient ammunition to keep going.

In other words, may there not be a disposition to theorize rather than to practice? Let us not get into a frenzy of philosophical discussion and lose sight of the main purpose of Rotary.

How can a Rotary club put the lessons of the convention to use?

Undoubtedly a little leaven leavens the whole lump; a bright sunshiny day in winter

helps remove the gloom; a bit of high-minded philosophy along altruistic lines is good to have; but there is a time and place for everything. Let us, therefore, not forget the real purpose and object of Rotary—the business end.

The building of a city, a state, a nation requires all kinds of men, theorists as well

as practical men. Let us be grateful for the lessons in benevolent subordination of self-interest.

Let us not be unmindful of those higher ideals of life expounded to us during the convention.

At the same time let us learn how to actually practice the theories by doing.

The Complete Rotarian

By EDWARD J. NEWELL

WHAT our Rotary club could do to better our city is a question which I have considered in width and length, in cross section and as a whole. While many possibilities came to mind, this conclusion has been reached—that without extra organization, without special arrangements, without the machinery needed for outside concerted action, we can each one of us live up to the very highest ideals held by the creed of Rotary and by the sum of all our efforts create a force that will have a tremendous effect.

Every one is an influence for good or bad, whether he knows it or not, and every act, every word has its effect on others whether we realize it or not. We are being watched always and people form their opinions of us and of our character by what they see.

One of our tellers once referred a lady to me to be identified. After a moment's conversation I recognized her as the wife of one of our customers who had left Buffalo six or seven years before. She and her husband both had had personal accounts and he a business account. They were, in our opinion, fine people. I had always regarded him as an energetic, able, high-class man. The check she wanted cashed was her husband's payable to her order and drawn on a bank in another city. As she turned to go back to the teller I said, "Remember me kindly to your husband."

She hesitated a moment, looked down at the check and said, "I don't believe I will; this is alimony."

One word changed my opinion and obliterated a pleasant memory.

And so one disreputable story, one vulgarity, one unfair advantage in business,

one lapse from ethical procedure in business or social life may give one a different view entirely and either change his opinion or give him one that is a detriment to the performer.

In business life we can pay our bills promptly; we can apply the Golden Rule, the Rotary Rule, to all our transactions; we can be prompt; we can keep our word; we can be energetic; we can be tolerant of others, knowing that *we* sometimes fall to rise again; we can be helpful; we can speak well of others or keep quiet; we can be considerate of others; we can be progressive but have some thought for others' rights; we can endeavor always to do just what is right and proper.

This will not retard or cripple our progress in business life, for if we do these things when our names come up to the credit man he will say, "He is a Rotarian, let him have what he wants."

In our home and social life we can follow the principles of Rotary as well. If all boys and girls had these principles lived before them every day the coming generation would have a pretty fair start in the right kind of living.

We can do the things we are asked to do to help in various associations and enterprises, if it is possible for us to spend the time and strength.

We can take the creed of Rotary and its code of ethics, study them and live up to them in a positive, not a negative way. In the language of the college boy, we can put more "pep" into our exposition of Rotary.

Let us do these things, do them well and with vigor and the greatest orator in our country, or the one who can explain fallacies most plausibly, should he talk one thousand

and one night, could not turn me from the belief that it would have a lasting, most beneficial, most powerful influence for good.

To sum up, think of the finest, the most

exemplary man in your club of fine men, the best Rotarian, and then think of what your city would be today were all its business men like him.

What I Get Out of Rotary

By EDWARD W. KNOX

LONG before I became a Rotarian, I saw and admired the beautiful lights which the San Antonio Rotarians caused to be placed along the river and asked myself, "What is Rotary?"

At Christmas time, I stood on the plaza near the Rotary tree and, looking into the expectant and happy faces of the little ones gathered there, I thought, "Surely this Rotary club is a bunch of fellows worth while."

I get more real pleasure out of Rotary than any social club I have ever belonged to.

I get more fellowship out of Rotary than any fraternal organization of which I am a member.

I get more business energy out of Rotary than I do from any commercial organization of which I am a member.

I get more humane and charitable inspiration out of Rotary than I did from any humanitarian organization to which I have

belonged. I get more civic pride out of Rotary than from any civic organization I have ever known.

In my few months of membership I have found out this to my satisfaction, that the good you get out of Rotary is measured by the sunshine you put into it.

If you stand aloof and do not enter into the spirit of the occasion, if you are super-sensitive and always looking for someone to slight you, or if you stand back and wait for the other fellow to come forward and do the handshaking, then you are not a good Rotarian.

If you see a fellow Rotarian standing over to one side with a faraway look in his eye, just walk over to him with a smile on your face, take him by the hand as tho you meant it and you will see how quickly he will thaw out and warm up to you.

Try it, brother!

EDITORIAL NOTE: Mr. Knox, proprietor of the Knox Nurseries, is a member of the Rotary Club of San Antonio.

What Rotary Means to Me

By CHARLES H. BURNETT

ROTARY means very many things to me but if I were compelled to sum them all up in one word I would choose the word "Opportunity"—opportunity for service, opportunity for growth, for education, for efficiency, for pleasure, for profit, for relaxation, for fellowship and, above all, opportunity for intimate acquaintance and enduring friendship with men worth while.

But the value of an opportunity depends entirely upon the use we make of it. An opportunity unimproved is worse than valueless, it is actually harmful. Every time we consciously let pass a chance to serve a friend or to make a new one, to become

more efficient, or even to relax, we weaken by just that much our capacity for service, for friendship, for efficiency, for relaxation, and we find it just a little more difficult to embrace the next opportunity that comes.

This is a law of psychology as old as the human mind and as immutable as the sun. An ancient philosopher said, "We learn to do things by doing them, prayer by praying, love by loving, forgiveness by forgiving," and a modern philosopher has added, "The only way to have friends is to be one."

Rotary is like everything else in life—it is like life itself. We take out of it only what we put in, we profit only as we serve, and we help ourselves only by helping others.

EDITORIAL NOTE: Mr. Burnett is the resorts member of the Rotary Club of Los Angeles.

What the Press Thinks of Rotary

Following are a few of the many editorials commenting upon Rotary and Rotarians which have appeared in newspapers in the United States within the last year.

A Great Discovery

To fulfill every promise; to mix integrity with every article you sell; to be courteous and kind; to be fair always to all men; to build up with hope for better things as your guiding star; to keep faith with others, as well as yourself; to try to do the thing better than it has been done; to hate sham, shoddy and bombast; of such is the kingdom of successful business.

QUITE a change this from the oft-quoted, cynical remark—"Honesty is the best policy. I have tried both."

We are quoting from what—since it was displayed in a drug store—we may call the tabloid version of Rotary belief and Rotary practice. We do not know why it should be narrowed down to a working rule for Rotarians. We can not allow that a sovereign disgust with frauds, or a love of fair-play, or a belief in tomorrow, or a hope for a day of full weights, and labels that do not lie, and advertisements that do not mislead, and newspaper claims that are not doctored and dolled up but can stand the acid test, is the peculiar and the corporate possession of Rotarians alone.

Not a bit of it. The day has gone by—and we thank God for its passing!—when it was comforting to believe that a man who was a success in business must necessarily be a failure in the kingdom of Heaven.

The day has gone by—and we congratulate America on the change—when it was necessary to burn the books and be blessed with a forgetful memory, and play fast and loose with other peoples' money to carry thru a big deal to a big climax.

The day has gone by—and we are all of us the better that it is behind us—when one crawled thru the sewer to success, and bargained with the devil for a place in the sun, and survived because one could not sleep o' nights with one's own conscience.

There have been a great many frauds go to smash—and some reputations. Some very doubtful assets have been liquidated and some ethics, more doubtful yet, are in the discard.

Is any one worse off? Do we not all breathe an atmosphere cleaner and more tonic?

The Rotarians have discovered that one can be wide-awake and cherish an ideal at one and the same time. That is a discovery worth while.—*Louisville (Ky.) Herald*, 14 December, 1915.

Editors, Rotarians and Houston (County) Folks Today

IT IS with a peculiar intimacy that *The Telegraph* this morning would speak its word of welcome to two delegations here to spend the day in Macon. It is Rotary Day for Georgia, with the Macon Rotary Club playing the host; it is Editors' Day at the State Fair.

As the Rotary paper in Macon, *The Telegraph* has come to know what Rotary means not only to the members but to the business of a community in general, to the business men in general—for **Rotary is working out the highest code of personal and corporate general ethics the business world has ever known.** That the men engaged in this work are coming in numbers today from Rome, Augusta, Savannah and Atlanta is the most singular good fortune, not only of the Macon Rotary Club, but of the entire city. Rotary never touches anything it does not help.

To the editors of Georgia *The Telegraph* has little it can say, for the intimacy between this paper and the papers outside the big cities of Georgia has been long and tender and precious. We've been friends for memory runneth not to the contrary. In throwing open the door of Macon for them to enter we can take our personal part as one very good friend to many others, as a brother to his brothers. These men are the salt of the earth and that they will leave their savor with us goes without saying, but we feel impelled to say it.

So to both of them we can say, the gates are opened wide and the city is theirs. We pay them this special mark of affection, and for saying it we crave the indulgence of other friends, for in a way of speaking, the Georgia Rotarian and the Georgia Editor is a member of the family and as such may be saluted in public with perfect propriety.—*The Macon (Ga.) Daily Telegraph*, editorial on front page, 3 November, 1915.

The Rotary Edition

THIS edition is complimentary to one of Oklahoma City's live-wire organizations—the Rotary club.

It was made in the usual way by the regular force of *The Times*. Its purpose is to set before the public an association of men who have taken for their motto the inspiring words: "He profits most who serves best."

The Golden Rule hasn't anything on that motto. In fact, the Golden Rule is comprehended in that motto. All over the land Rotary is growing and achieving; achieving not so much for itself and the men who are making it as for the community and society in general. Rotary is humanizing and moralizing. It is raising the standards of business.

There was a time when the public was obsessed with the idea that Rotary was a selfish organization designed to boost the business of its members. The limited membership was thought to prove this.

Egregious mistake! Rotary was designed to benefit its members, not their business. And it actually is bringing business to that desirable plane where the child can do business with the real Rotarian quite as safely as the shrewd grown-up. You know what that means.

The Times takes a peculiar pleasure in thus co-operating with an Oklahoma City organization that is doing so much for the city. It will be its pleasure to render similar service to others from time to time.—*The Oklahoma City (Okla.) Times*, 26 July, 1915.

How To Get Good Government

ROTARIANS, the world over, represent the best in their communities. Find a business man who is successful and, more often than not, he is a Rotarian. Find a professional man and he is either a Rotarian or tremendously enthusiastic in his applause of their type.

It is to be expected then that Rotarians will do much in the way of civic betterment. Their interest promotes thought and action that must be beneficial.

As an instance of its helpful co-operation is the currency the Rotarians are giving, thru their official journal, to the paper by S. S. McClure on "How to Get Good Government."

The American people will do well to study it, to linger over it and thank the Rotarians for giving it circulation. Sooner or later the plan is certain to be the accepted plan of governmental systems in American cities just as it is in parts of Europe today.

—*The Buffalo (N. Y.) Evening News*, 11 August, 1915.

The Rotary Club

THE motto of the Richmond Rotarians: "He profits most who serves best," is such as to do credit to any organization. It is a motto of service, it is a motto which if followed in practice will make civic betterment a comparatively easy matter because of its exhalation of civic service.

The Richmond Rotary Club is a unique organization; its labors have been labors in which development and education have combined with public service to make of its members useful and progressive citizens, and of Richmond a more interesting place, both to the members of the Rotary club and to the general public which reads of the club's entertaining performances.—*The Richmond (Va.) Virginian*, 27 May, 1915.

Rotary—The New Citizenship

THE *Leader* today surrenders to "Rotary" and sends forth this special edition with much of the enthusiasm and of the spirit of this new force in the world of business and in the domain of civic affairs.

"He Profits Most Who Serves Best." That is the motto of Rotary and that is the new basis upon which the modern idea of business rests. This is not a secret nor yet a new discovery. It is an old truism rediscovered and revitalized and made to fit into the twentieth century impulse, an impulse which is simply the flower and fruit of Sinai and the Sermon on the Mount.

This has not only awakened the business man, the toiler, of this age, but all at once he has learned that in the world about him there are innumerable souls just as companionable, just as jolly, and forsooth just as honest as he, and that along the broad highway of life these simple folk can give him happy moments, "without a headache," and here again Rotary, with ever-beckoning hand, invites him into its circle of royal fellowship.

Therefore, Rotarian, "Here's how." May your members increase and your influence for good in this community grow and expand until the coveted Greater Lexington shall be a reality in every sense which is consistent with your lofty ideals.—*Lexington (Ky.) Daily Leader*, 17 November, 1915.

Speaking Out at Meeting

THE Rotarians at their last meeting did some prideful things. For one thing, they demonstrated the cohesive and militant spirit of their organization. For another thing they broke in some new after-dinner orators, as Toastmaster

Chase called them, and prevailed on a few senior gentlemen to join the ranks of those who can and should speak out at meeting for the good, the progress and glory of Fort Worth. And that's a mighty wise thing to do.

When men of property and prominence get strong into the great game of community pride and economic progress, the road to community prosperity, preeminence and stability becomes a short, sure and easy one.

The Rotarians are doing admirable work. They will no doubt perpetuate it. There is an element of trade brotherhood in their work and therefore an element of selfishness, but, then, there is brotherhood, selfishness, if you please, in everything human that succeeds, and will be unto the uttermost limits of time.

As long as this element exists in an organization that brings profit and happiness to its members and benefactions to the community in which it lives its life, such an organization is a desirable one in all respects.

The sustaining element in the Rotary movement is that it proceeds on the underlying principle that there is no industrial trade, occupation or commercial success worth while except that in which the entire community has and gets a share.

Let's all of us quit grouching at things in special or general and fall into the habit of speaking out in meeting for those things that make for profit, contentment and happiness. Try it. It will prove a wise and good habit.—*The Fort Worth (Texas) Star-Telegram*, 30 March, 1915.

Tube City's Rotary Club

ELEVEN years ago the word Rotary was unknown. Three years ago, it is doubtful if the word Rotary, in its present meaning, was known to a single McKeesporter. But after today if any resident of McKeesport or vicinity does not know what it means he can blame nobody but himself, as it is explained at length in today's special Rotary Section of the *Daily News*. This section tells of the business activities of club members. It tells what Rotary is, and better still what Rotary is not.

"He profits most who serves best," is the motto of the International Association of Rotary Clubs. That is the keynote it urges all business men to adopt, realizing that only in true service is there real success. No man liveth unto himself; no man can draw himself into a shell and hope to get the most out of life. This is the truth the Rotarian preaches. The cardinal principles of Rotary are well expressed in the condensed form as follows: Real fellowship; real joy in living; a real desire to please,

to help others and to profit by the wisdom and experiences of others, a desire to serve well, and the knowledge that good service brings its sure profit. The true Rotarian is not selfish; he realizes that human rights are not confined to his club, but are as broad and deep as the race itself.

The local Rotary club is a distinct credit to the city. Many of its members are in the front rank of all movements tending to the development of McKeesport into a well-governed, beautiful, healthful and happy city. Partisan politics are barred; but civic matters may be and are often considered, and in such a manner that brings benefit to the city. The club is non-sectarian; but affirms the truth of the Golden Rule.

A Rotary club can be a great force for good in a city like McKeesport. Its influence in the future cannot be estimated or prophesied. The club aims to benefit the members, and it does; but it has a nobler aim, namely, to bring the Rotarians together and put them to work for the best interests of the community. Rotary should increase friendship; create cheer; produce genuine comradeship; make men forget themselves and set them to work for others; and emphasize, by preaching and practice, the truth of the Golden Rule.—*McKeesport (Penna.) Daily News*, 26 August, 1915.

Rotarians Broad and Progressive

LAST Friday's meeting of the Rotary club showed that organization to be one of the broadest and most progressive in this whole city.

Here is a bunch of men that, when they get together, want inspiration, and they get it. On Friday at their dinner they listened to one of the men who has been recognized as a world influence. They did not disparage this man or his message because both were distinctly religious. That is where the Rotarians are showing a broad good sense that has too often been wanting in other organizations.

The world of men has too often been divided into sacred and secular schools. If an organization were religious then nothing but what bore the brand of its particular religion could be squeezed in. If the organization claimed to be not religious then it made a fool of itself acting as tho anything religious might hurt it and it catered decidedly to the non-religious.

What foolishness. Here is the better spirit, exemplified in the work of our Rotarian brothers. This is not a church club or a religious organization, but when it has a chance to get anything as fine as Sherwood Eddy it takes chances on him and is always well repaid.

The story of Eddy's life sounds like a chapter clipped from

an old story book. * * * He is a statesman for the Kingdom of God in this world. He applies all the rules of the game to the work he has in hand and he is a workman that has no need to be ashamed.

The Rotarians did themselves a good turn by having him for a speech.—*Peoria (Ill.) Journal*, 14 March, 1915.

Augusta Rotarians and Their Guests

THE Augusta Rotary Club had its first annual outing yesterday at Carmichael's, having as its guests a large number of Rotarians from Savannah and Macon at a barbecue that did full justice to Augusta's reputation in that line.

Just to help celebrate the event, *The Chronicle* is publishing today a twenty-page Rotary supplement, along with its regular edition, in which a pretty fair idea is given of what Rotary represents, as well as who the Rotarians of Augusta are and what they are doing.

We think we may say, also, that this edition is a pretty fair advertisement of Augusta, in that it shows the present progress of the city; but, particularly, because it shows what a really live organization the Rotary Club of Augusta is.

The Rotary Club of Augusta is but eight months old, having been organized on September 29th last year; but, already, it has a membership in excess of sixty—and these sixty representative business and professional men are, easily, recognized as live wires in their community. * * *

Non-political, non-secretarian, non-secret, unselfish, constructive, co-operative in its efforts, it (Rotary) is tying together representatives of every line of business in hundreds of progressive cities who are pulling together for greater individual and community progress. Augusta, it seems to us, is most fortunate in having such an organization, and doubly fortunate in having one of the liveliest and most progressive bodies of Rotarians in the South.

The Chronicle most heartily congratulates President James M. Hull and his fellow officers and co-workers of the Augusta Rotary Club on their first annual celebration and it trusts that today's issue of *The Chronicle* may help to increase the interest in Rotary, not only here but elsewhere, and inspire all Rotarians to even greater effort.—*Augusta (Ga.) Chronicle*, 27 May, 1915.

An Achievement

A FINE piece of community work was completed yesterday by the Rotary club when it completed its fund for financing the fine stock movement in this locality. The organiza-

tion has opened a new way to the farmers and dairymen. It will be of great value to the county.

The Rotarians are traveling the orbit of public welfare, and they seem to find it good fun.

As a matter of fact, if all of us but knew it, laboring for community purposes is the finest of pleasure. It offers disappointments and rewards in just about the same proportion. There are enough of the one to emphasize the other. A fair division of them makes life livable. Tacoma just now is calling for a revival of altruistic work. The city is in need of the services of public spirited men.

It needs a bunch who will forget the white flag.

Thanks to the Rotary club for the public-spiritedness which affords the text for this sermon.—*Tacoma (Wash.) Daily News*, 5 March, 1915.

The Ice and That Rotary Smile

WHEN they write the history of Evansville they will allude to the year 1915 as the year of the Great Melt.

It's the year when pebbles of various strata lost the ice which had so long enclosed them and each saw that he was not the only one, but one of the many that gleamed in the joyful sunshine. And it will be asserted that the sun was the Rotary wheel.

Informality in business and professional circles began in Evansville with the Rotary club. Dignity, Form and Social observance was one firm that was never invited to be represented at its meetings. From the first the meetings were a romp. Titles were taboo and nicknames were "correct."

Their spirit has been communicated to the new Chamber of Commerce. The Chamber of Commerce luncheons have been bright and snappy, closing promptly at 1:30, like Rotary luncheons. Meetings dragged out till 11:30 p. m. are no more. The spirit of camaraderie has replaced ambition to shine.

Now the Rotarians have put the ban on evening clothes for their ladies' night and have ordered gingham dresses.

They're threatening the established order by which the wife puts on togs of expensive style rather than beauty because her husband wants to show that he has more money to spend than the other woman's husband.—*Evansville (Ind.) Press*, December, 1915.

Auditors' Quarterly Report

Barrow, Wade, Guthrie & Co.,
Certified Public Accountants
 Chicago

7th January, 1916

The Board of Directors,
 International Association of Rotary Clubs,
 910 Michigan Boulevard, Chicago.

Dear Sirs:

We have audited the accounts of the INTERNATIONAL ASSOCIATION OF ROTARY CLUBS for the three months ending 31st December, 1915, and now submit our report.

The report covers the period extending from 1st July, 1915, to 31st December, 1915, the first half of such period having been audited by us in October, 1915.

Our audit included a complete verification of all transactions and results in finding everything in good order.

The transactions for the six months period from 1st July to 31st December, 1915, being the first half of the current fiscal year, may be summarized as follows:

The Association—Income.....	\$10,236.10	
The Association—Expense.....	10,622.64	
Excess of Expenses over Income.....		\$386.54
THE ROTARIAN—Income.....	17,730.79	
THE ROTARIAN—Expense.....	17,961.98	
Excess of Expenses over Income.....		231.19
Total Excess of Expenses over Income.....		617.73

The bonds of the United Gas and Fuel Company of Hamilton, Ontario, and South-western Gas and Electric Company of Shreveport, Louisiana, were found to be in the custody of the Union Trust Company Bank.

Yours respectfully,

BARROW, WADE, GUTHRIE & COMPANY.

SECRETARY'S NOTE: The \$619.17 excess of expense over income for the first 6-month period of 1915-1916 is expected to be made up on the second 6 months, so that the fiscal year will end with a surplus.

Schedules Accompanying Report

The Association

Statement of Financial Condition

31st December, 1915.

Resources

Treasurer's Cash:		
General Fund.....	\$ 3,926.46	
Relief Fund.....	99.38	
Extension Fund.....	115.05	\$ 4,140.89
Secretary's Petty Cash.....	200.00	
Accounts Receivable:		
Rotary Clubs.....	384.18	
Miscellaneous.....	2.00	386.18
Relief Fund Account Invest- ment.....		1,937.94

Office Furniture & Fixtures..	1,887.80	
Printing, Stationery & Sup- plies.....	542.42	
Golden Wheel.....	1,500.00	3,930.22
Unexpired Insurance.....		45.05
Balance Due from THE ROTARIAN.....		3,729.35
		\$14,369.63

Obligations

Special Funds:		
Relief Fund.....	\$ 2,037.32	
Extension Fund.....	115.05	\$ 2,152.37
Advance Payments—Rotary Clubs.....		131.17
Surplus Account:		
Credit Balance, 1st July,		

1915 (Including Golden Wheel at \$1,500.00).....	12,006.63	
Add: Sundry Cash Contributions.....	466.00	
	12,472.63	
Deduct:		
Excess of expenses over Income for the six months ending 31st December, 1915.....	386.54	12,086.09
		\$14,369.63

Statement of Income and Expense
For six months ending 31st December, 1915

Income		
Per Capita Tax 1915-1916, 1st Period.....	\$10,067.15	
Interest.....	109.98	
Membership Cards.....	58.97	
	\$10,236.10	
Expenses		
Vice-Presidents.....	\$ 136.48	
Board of Directors.....	564.53	
Committees:		
Convention Program and Topics.....	\$17.12	
Standard Constitutions and By-Laws.....	30.60	47.72
Convention 1915.....	3,300.53	
Convention 1916.....	47.45	
1914-1915 Business.....	295.74	
Weekly Letter.....	753.48	
Stunts.....	60.25	
District Governors—Printing and Stationery.....	150.36	5,356.54
Presidents Office:		
Clerical Service.....	332.00	
General Expense.....	6.07	
Printing and Stationery.....	26.37	
Postage.....	20.00	
Telegraph and Telephone Tolls.....	22.16	
Traveling.....	71.42	478.02
Headquarters' Office:		
Salaries.....	1,594.98	
Clerical Service.....	1,175.40	
Exchange.....	24.88	
Express.....	14.22	
Printing & Stationery.....	466.57	
Postage.....	363.32	
Rent and Office Expense.....	476.38	
Supplies.....	67.19	
Telegraph and Telephone Tolls.....	73.60	
Traveling.....	48.57	
Photographs.....	34.15	
General Expense:		
Insurance.....	\$11.65	
Auditing.....	56.25	
Code of Ethics.....		
Publicity.....	99.00	
Miscellaneous.....	60.46	227.36
		4,566.62

Treasurer's Office:		
Salary and Expense.....	11.70	
Depreciation—Furniture and Fixtures.....	209.76	
	10,622.64	
Excess of expense over income.....	386.54	
	\$10,236.10	

The Rotarian

Statement of Financial Condition
31st December, 1915

Resources		
Stationery and Supplies—Inventory.....	\$ 459.56	
Accounts Receivable:		
Rotary Clubs.....	\$ 803.99	
Advertisers.....	2,877.64	
Personal.....	3.70	
Hotel Cards.....	8.00	
Professional Cards.....	42.00	
Classified Cards.....	3.50	3,738.83
		\$ 4,198.39
Obligations		
International Association of Rotary Clubs.....	\$ 3,729.35	
Advance Payments:		
Advertisers.....	\$ 462.08	
Rotary Clubs.....	115.08	
Subscriptions, Volumes 8 and 9.....	36.77	613.93
Miscellaneous:		
Hotel Cards.....	21.00	
Professional Cards.....	7.00	
Classified Cards.....	58.30	86.30
		4,429.58
Less—Excess of expenses over income.....		231.19
		\$ 4,198.39

Statement of Income and Expense
For six months ending 31st December, 1915

Income		
Subscriptions—Volumes 6 & 7:		
Members of Clubs.....	\$10,848.02	
Individual—Volume 7.....	32.67	
Special—Volume 7.....	52.30	\$10,932.99
Advertising.....	7,626.57	
Less—Commission, Discount.....	64.19	842.67
		6,783.90
Personal.....	13.90	\$17,730.79

Expenses		
Mechanical Production:		
Composition ,		
Stock, Print-		
ing and Bind-		
ing	\$ 9,100.51	
Illustrations		
and Plates ..	401.07	\$ 9,501.58
Circulation:		
Wrappers	127.19	
Postage and		
Express	915.72	
Clerical	145.50	
Supplies	28.16	\$ 1,246.57
Advertising:		
Salaries	1,200.00	
Clerical	391.25	
Printing and		
Stationery ..	224.92	
Postage	186.70	
General Ex-		
pense	204.17	
Telegraph and		
and Telephone		
Tolls	24.53	
Supplies	31.43	
Express	6.20	
Magazines ..	23.10	
Traveling	31.40	2,326.70

Editorial and Overhead:

Salaries	2,645.01	
Clerical	1,222.09	
Exchange	24.48	
Express	1.81	
Rent and Of-		
fice Expense	475.00	
Office Supplies	27.11	
Printing and		
Stationery ..	100.04	
Postage	183.92	
General Ex-		
pense	135.29	
Telegraph and		
Telephone		
Tolls	40.18	4,854.93

Amount Credit-
ed to Adver-
tising — Vol-
ume 6 in June
1915 charged
off on account
of hotels not
accepting ad-
vertising

32.20 17,961.98

Excess of Expense over Income

231.19

\$17,730.79

More or Less Personal



He, the Little Bird, wrote to all our Club Correspondents asking them to tell him something more or less personal about their fellow members who are well known thruout Rotary and as a result he got just two items. (Editors' Note: Evidently we will have to get a bigger bird or else a whole flock of Little Birds.)

* * *

The Chairman of International Rotary's Committee on Inter-City Relations, George R. MacClyment of Peoria, has sent out cards announcing the arrival at his home of little Miss MacClyment. We are glad she came now because we would not have George missing at the Cincinnati Convention.

* * *

Our Worthy Immediate Past President has gone from Toledo down into Florida and annexed a military title. *The Eustis Lake Region*, the weekly newspaper of Eustis, Florida, in its issue of December 30, contained the following "An orator and business man of world-wide reputation is our guest this week, Col. Frank L. Mulholland, ex-president of the International Association of Rotary Clubs." He spoke on "Smiles" at the New Year's celebration at Eustis.

Second International Vice-President Cornell of Houston told a good one on President Albert when the two were in Chicago recently. Allen has lived up in Minnesota long enough to have learned all about the important part which the mining of iron and the Escanaba range play in the industrial life of the state. Bob says that when Allen was a guest at luncheon of one of the southern Rotary clubs near enough to the Mexican boundary line to serve Mexican and Spanish dishes, the International President, thinking he was ordering enchiladas asked the waiter to bring him some "escanabas."

* * *

First International Vice-President William Bill Gettinger of New York has started 1916 determined that he'll not lag behind in the procession. A meeting of the International Board of Directors was scheduled for Saturday, January 8, at Headquarters in Chicago. At ten-thirty Friday morning, January 7, Bill bustled into Headquarters with his cheery "Good mornings" ready for everybody, and then announced that he was sorry he was late for the start of the Directors' meeting, but his train had been delayed.

* * *

The author of "Greater Rotary," E. L. Skeel of Seattle, while on a business tour thru the East stopped off at Toledo. Immediate Past President Mulholland adopted the Toledo device of telephoning the members of the Toledo club and there were present that evening a considerable representation of the club. What Skeel said so much impressed the Toledo Rotarians that they threatened him with a public meeting of the club in case he shall return.

ROTARY EXTENSION WORK

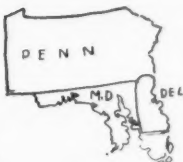
From City
to city
the seed
is sown



And across
the water
Rotary takes
its course

Reports from the District Governors

George W. Harris
Dist. N^o 3
1311 F Street.
Washington D.C.



In making my first report for the Third District, let me say that I had a delightful trip down into Governor Sites' district this fall to organize the Durham, N. C., Club. I found he had gathered together a splendid body of men and it was a great pleasure to start such a club on its way. I predict a great organization there in a short time.

While in that neighborhood I had the pleasure of meeting and addressing the Raleigh Rotary Club. This is my "pet" club, for some of you remember I organized that club about two years ago.

Last month I spent an evening with the New Castle club, which is a fine healthy club. It was the anniversary night made doubly pleasant by being ladies' night. Two visitors were present from Butler, Pa., and the outcome of it all is that we are to have a new club at Butler. New Castle has it in charge.

I stopped off at Pittsburgh on my return and spent a few hours with the officers of that club and found them at work on three new clubs: Beaver Valley, Greensburg and Uniontown. These places are splendid centers and it is now up to Pittsburgh.

Last week I spent a day in Baltimore. I coaxed "our own" John Dolph to go along and on my arrival discovered it a ladies' affair and it was some happy party that lunched there. After the lunch their committee met with us and decided that our next conclave should be held on February 22nd. The last conclave "kinder" promised Baltimore this year's meet and altho the Washington club wanted it, I did not have the heart to refuse backward, bashful Baltimore. Therefore, President Berger, Secretary Gorsuch and the Committee are working hard for a real meeting. I shall spend January 4th with them again to help complete further details. We are going to have a "real" conclave, and we don't have to prove it for Baltimore admits it.

EDITOR'S NOTE: Part of the welcome to George W. at New Castle was the following verse by Rotarian L. N. Mehlerberg:

When the banquet hall was opened
I saw a wonderful sight.
The stars and stripes draped the walls,
On this memorable night.

Yes—there were ladies there,
In their beautiful gowns from Paris,
And I saw a banner with these words:
"Welcome to Governor Harris."

R.A. McDowell
Dist N^o 6
906 Lincoln Bld'g
Louisville Ky



No new clubs have been organized in the Sixth District but I have undertaken to get in closer touch with all the clubs in the district outside of my own state. For that purpose I visited the four clubs, Nashville, Memphis, Chattanooga and Knoxville in Tennessee, the club at Little Rock, Arkansas and the club at Jackson, Mississippi. I am persuaded by newspaper articles and letters received from the members that my trip was of some value to the clubs. Certainly the clubs responded with a gratifying enthusiasm. I urged each club to work for a 100 per cent attendance at the Cincinnati Convention. I was greatly benefited and helped by coming into contact with the members of the several clubs visited. A finer bunch of fellows cannot be found, and I feel that I know intimately every one I met. I was treated royally and taken into the bosom of the family by each club. This Rotary spirit is a great thing.

Herbert C. Angster
Dist. N^o 8.
228 W. Ontario St
Chicago Ill.



The Rotary clubs of District No. 8 are looking forward to the District Conference at South Bend on February 22, when they will celebrate the eleventh anniversary of the founding of Rotary with what promises to be an unusually interesting and profitable get-together meeting.

Extension work is progressing favorably and it is expected that within a short time there will be added to our international family several more strong Rotary clubs in Indiana and Illinois.

Club Elected to Membership in the Association
Rotary Club of New Albany (Indiana):
Elected as of 1st December, 1915. The officers are: President, Evan Prosser, 1201 E. Main St.; secretary, W. A. Beach, 911 E. Market St.

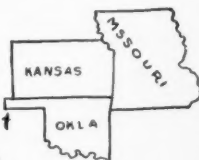
John O. Knutson
Dist. N^o 10
 308 Pierce Street
 Sioux City, Ia.



Club Elected to Membership in the Association

Rotary Club of Iowa City (Iowa): Elected as of 1st December, 1915. The officers are: President, William P. Hohenschuh, 19 S. Dubuque St.; secretary, Earl S. Browning, 11 1-2 E. Washington Street.

A. E. Hutchings
Dist. N^o 11
 10th and Oak Street
 Kansas City Mo.



Club Elected to Membership in the Association

Rotary Club of Kansas City (Kansas): Elected as of 1st January, 1916. The officers are: President, J. W. Giesburg, 7th and Minnesota Aves.; secretary, C. H. Poindexter, 410 Husted Bldg.

W. H. Richardson
Dist. N^o 12
 P. O. Box 33
 Austin Tex



Club Elected to Membership in the Association

Rotary Club of Paris (Texas): Elected as of 1st January, 1916. The officers are: President, W. G. Moore, Texas Power and Light Company, 20 So. Wall St.; secretary, W. H. P. Anderson, Mgr. Paris Candy and Bottling Co., 55-57 Grand Ave.

H. J. Brunnier
Dist. N^o 13
 Sharon Bldg
 San Francisco, Cal



Newly Organized Club

Rotary Club of Fresno (Calif.): Organized 13th December, 1915. The officers are: President, H. E. Wilkinson, V. P. Chinn-Beretta Optical Co., 2015 Mariposa St.; secretary, J. Herman Reiss, Travelers Insurance Co., Rowell Bldg.

J. E. Zahn
Dist. N^o 14
 1736 Sixteenth St.
 Denver, Colo.

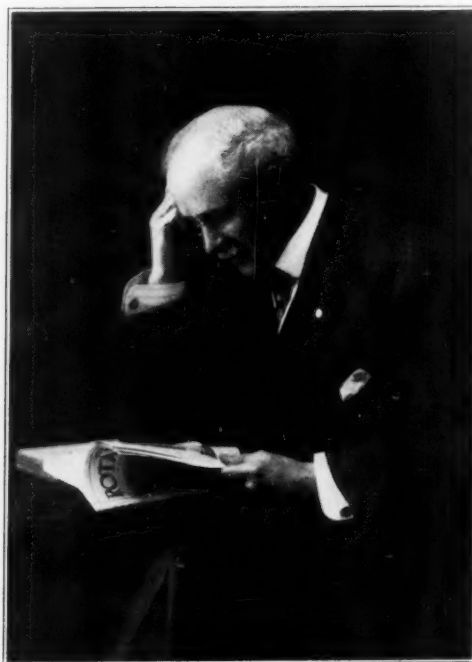


Newly Organized Club

Rotary Club of Anaconda (Mont.): Organized 23rd December, 1915. The officers are: President, Judge Geo. B. Winston, secretary, J. L. Kelly.

John C. Gass
Dist. N^o 16

Canadian Bank of Commerce Bldg
 Halifax N.S.



Governor John C. Gass, Sixteenth District.

For the present we have nothing very special to report. Two conditions prevail which hinder for a time at least the growth of Rotary in this district.

First—The deep interest taken by our citizens in the prosecution of the war, feeling as we do warm attachment to the Mother Land there is a response so full of earnest meaning that other things take a secondary place meantime.

Second—The lack of large communities in this territory in which we think Rotary clubs may be safely launched. I have been doing some thinking and some corresponding and you will yet hear from us.

We are planning to make a visit to the St. John club.

I was interested in the remarks of Governor McDowell. I have felt with him that the title was not well chosen, and, as you can understand, it was only my extreme modesty that kept me from making the protest until someone had first launched out. I would commend to the other Governors the idea of proposing some title which would convey the same idea and perhaps be more acceptable to the men who will later fill the positions.

My wishes to every Rotarian throughout the world are that the year 1916 may be to them and theirs filled with many days of happy service, and thus bring to them the merit of "well done."

What the Clubs Are Doing

Messages from the Live Ones

(Contributions from correspondents for this department should reach the editor by the first of the month for insertion in the following month's issue)

Notable District Conferences in January and February

THE great value to Rotary of the district conferences was proved in January and more proof will be added in February by the meetings in a number of the Rotary districts created by the amended constitution at the San Francisco Convention. It was necessary to go to press with THE ROTARIAN before any of the January meetings were held and an account of these conferences will appear in the next issue of the magazine.

A large attendance was expected at the Conclave of the Southern Rotary Clubs at New Orleans, January 12 and 13, with President Albert, Past President Greiner, Vice-President Cornell, Secretary Perry, District Governors Glass, Richardson and McDowell among the International officers participating.

The program for District No. 10 conference at Waterloo January 23rd and 24th indicated that it would be a most successful meeting. District Governor Knutson was to preside.

District No. 15 conference will be held at Seattle in February with International Vice-President Pidgeon of Vancouver in attendance. The Rotarians of Vancouver and Victoria, in Canada, and in Butte and Anaconda, Montana, were invited to participate. The Anaconda club has been recently organized.

District No. 3 conference is scheduled to be held at South Bend, February 22nd. Frank Hering, chairman of the program committee, has asked all clubs in the district to suggest topics for discussion on problems of particular importance to local clubs. The principal topic of discussion will be "The Disposition of Involuntary Past Rotarians."

The conference of the Ninth District will be held February 19 in Minneapolis. Gov-

ernor Zimmers has designated Charles H. Mackintosh of Duluth to act as chairman of the program committee.

Governor Harris writes that District No. 3 will hold its conference at Baltimore, February 22.

St. Joseph (Mo.) will be the host club of District No. 11 conference, to be held February 15th. The St. Joseph Rotarians are very busy preparing an excellent program.

The recently organized club at Fresno, Calif., will entertain District No. 13 conference on February 22nd.

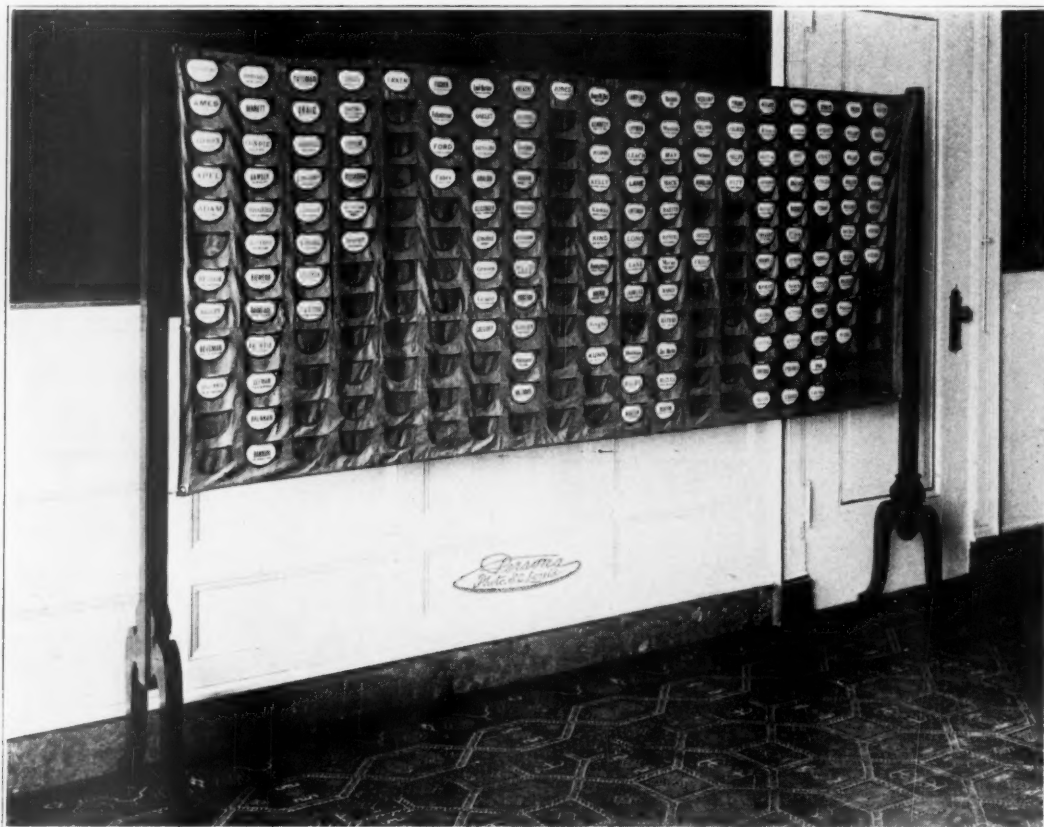
AKRON Christmas Tree for 2,000

By far the largest event which the Akron Rotary Club engages in during the year is the Christmas tree for poor children. This year the party was in the Colonial Theatre December 24. Two thousand poor children were present. An entertainment was first given. Then came Santa Claus with his pack which contained enough so that each child had a bag filled with candy, orange and apple, with crackers and three or four presents. Each went upon the stage to receive his packages. Fifty Rotarians gave up half of the day to the affair besides hours of the previous day. Some hundreds of dollars were left over for poor family relief during the winter, altho Akron has very little of such people this season.

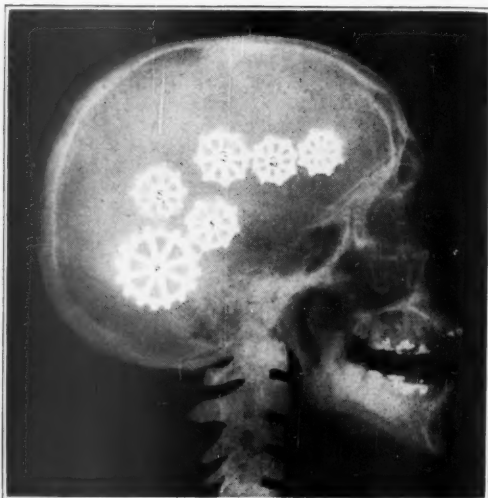
ALBANY Has Meeting Run by Members' Sons

A feature of a recent luncheon of the Albany Rotary Club was the presence of the eldest son as the guest of his father. More than fifty boys of twelve years and over discovered that the "old man" was as good a chum as any kid could be. After the luncheon the gavel was handed to President Elwell's son and with a little coaching from the side lines a program was run off that proved that all musical and oratorical talent will not die with the present Rotary generation. Vocal and piano solos, choruses, oratorical fireworks and several set pieces kept up until Rotarian Lanagan's alarm clock said time was up and business was calling.

(Continued on page 145)



How the St. Louis Rotary Club handles the members' identification badges. The badges are made of celluloid, two by three inches. A canvas is provided, with a sufficient number of pockets to take care of all the badges. The pockets open at the top and have fronts of isinglass thru which the badges can be read easily. The rack is put up at the entrance to the dining room just before the luncheon starts and remains there until the last member has left. As a member comes to the meeting he takes his badge from the rack. When he leaves he deposits the badge in the rack. After the meeting the secretary takes the canvas from the rack, rolls it up and takes charge of it until next meeting. The St. Louis club recommends this as the best method they have found of taking care of the badge question. Very few members forget to leave their badges after the luncheon; under other systems a great many of them forgot to bring their badges to the meetings. Spokane, Memphis and other places have similar arrangements.



THE ROTARY SKULL

This photograph was given to each member of the San Antonio Rotary Club recently when their X-ray specialist was scheduled for a talk. It was mounted on an attractive card and under it appeared this legend:

The Rotarian Skull

Demonstrating the Six Senses.

1. Sight
Fore, Hind and In
2. Smell
That detects worthy objects of endeavor
3. Hearing
The call of progress
4. Taste
For service and good things, physical and mental
5. Touch
Of fraternity and good-fellowship
6. Common
Abnormally developed

(WHAT THE CLUBS ARE DOING)

(Continued from page 143)

**ASHEVILLE'S First Year
Successful and Fruitful.**

The Asheville Rotary Club starts the new year with membership enrollment of about forty-five, with promise of expansion, following the lines of a well selected membership. The first year of the club's existence has been fruitful of results in its participation and activity in civic affairs and already the organization is reckoned among the city's chief assets in constructive civic effort. Noteworthy among the achievements of the club during the past two months may be mentioned the triumph of the \$200,000 bond issue for a high school. Had it not been for the vigilance of the workers recruited largely from the ranks of the Rotary club a defeat might have resulted.

Asheville is a candidate for convention honors in 1917. They may be a little late in the start, they admit, but they hope the delegates who attend the Cincinnati Convention will listen to their claim to recognition as the next Convention City. They will have a large delegation at Cincinnati.

**ATLANTA Interested in Great
Mountain Memorial**

The Atlanta Rotarians are greatly interested in the plan for a two million dollar memorial to the Confederacy to be hewn out of the side of Stone Mountain, sixteen miles from Atlanta. The Daughters of the Confederacy are behind the movement. The mountain is a huge boulder with a perpendicular face a thousand feet in height. The prospective plan is to transform this solid stone into a hall with columns hewn from the face without any resort to the builder's method of placing stone on stone. The facade will have three colossal figures, the central one being Gen. Robert E. Lee, who will be flanked by "Stonewall" Jackson and Joseph Johnston. Two wings of an army in action will come from the east and the west, behind the two figures, making a splendid array of horse- and foot-soldiers, exhibiting all the struggle, anguish, and death of battle. The curtain formed by the mountain is three thousand feet across and over one thousand in height, and on this will be depicted the story. Electrical machinery of the most modern type must be used, explains the sculptor, Mr. Gutzon Borglum, the workmen hanging in steel cages from the brow of the cliff.

**BALTIMORE'S First Ladies'
Meeting a Big Success**

"The Baltimore Rotary Club covered itself with all kinds of glory on December 29, when they had as special guests the wives, sweethearts and daughters of their members," writes Correspondent Lyons. "For three years the idea of having a ladies' affair of any kind has not been encouraged but at last it came to pass, and, bless you, it was the finest and most creditable affair we have ever given.

"Baltimore is noted everywhere for its fine-looking women, and to see a roomful of smiling, feminine Baltimore loveliness, surrounded by grown-up boys just bubbling over with Rotary joyousness, was the true essence of real Rotary to the last degree. And, even if the homeliest members seemed to have captured the best-looking girls for life partners, no one stopped to consider it. They were too

busy making Gov. George Harris stand on a chair so he could better be seen among all our six-footers. Harris said he was 'for the ladies.' Over in Washington Harris takes photos and has had long experience judging beauty—and we showed it to him.

"It seemed that all the good-fellow and 'woman-ship' in town was in evidence at our dinner, and we Rotarians of Baltimore thank the ladies for helping us drive home the fact that men and women are only big boys and girls.

*"We thank you, dear old Rotary,
For the many friends we've made—
You have shot us full of sunshine
Where before was only shade—
And you've lifted off the blindness
That was closing up our eyes
He 'lives' who's up and doing,
For Fellowship's a prize."*

**BINGHAMTON Enjoys Visit
From District Governor**

The star feature of December for Binghamton Rotary was the joint appearance of District Governor William J. O'Hea, president of the Rochester, N. Y., Rotary Club, and Dr. John Ready, head of the library and oratorical department of the Rochester club. The attendance was 97 3-8 per cent. The visitors were somewhat dazed at first by the whirlwind-like action of Binghamton Rotary, but recovered in time to throw on their high speed for the wind-up. The district governor spoke as a business man to business men of Rotary opportunities and the broader, more altruistic viewpoint. Rotary no longer stands for business promotion strictly limited to the promoters, he declared. Doctor Ready laid a solid foundation of data, facts, statistics and then adorned his structure with hopes, metaphors, dreams and visions of the future, *Rotary uber alles* till no man cared whether there was a blue haze or not.

**CHICAGO Rotarians Have
Very Busy Month**

December has been a lively month for the Chicago Rotary Club. Forty-three Rotarians from other cities were visitors at club headquarters. December 21 Congressman Fred A. Britten gave a stirring talk on the "Philippines," illustrated by one hundred beautiful slides secured last summer when he made an unofficial tour of the far east.

December 28 Angus S. Hibbard addressed the club on the Civic Co-operator Movement, and urged co-operation with the Industrial Club in its plan for securing the co-operation of the citizens of the city in the enforcement of the laws and ordinances, especially those relating to sanitation and public work. The club pledged its aid to help make Chicago the cleanest city in the world.

January 4 a ladies' noon meeting was held. The speaker of the day was Taylor Holmes, star of "His Majesty Bunker Bean." It was a delightful meeting. Monday night, January 10, the club had a theatre party at the Cort, where Holmes is playing.

The relief committee of the club did yeoman work for the unfortunates at Christmas. They had \$550 to spend and 140 families were given a merry Christmas by the visits of the "Good Fellows" of

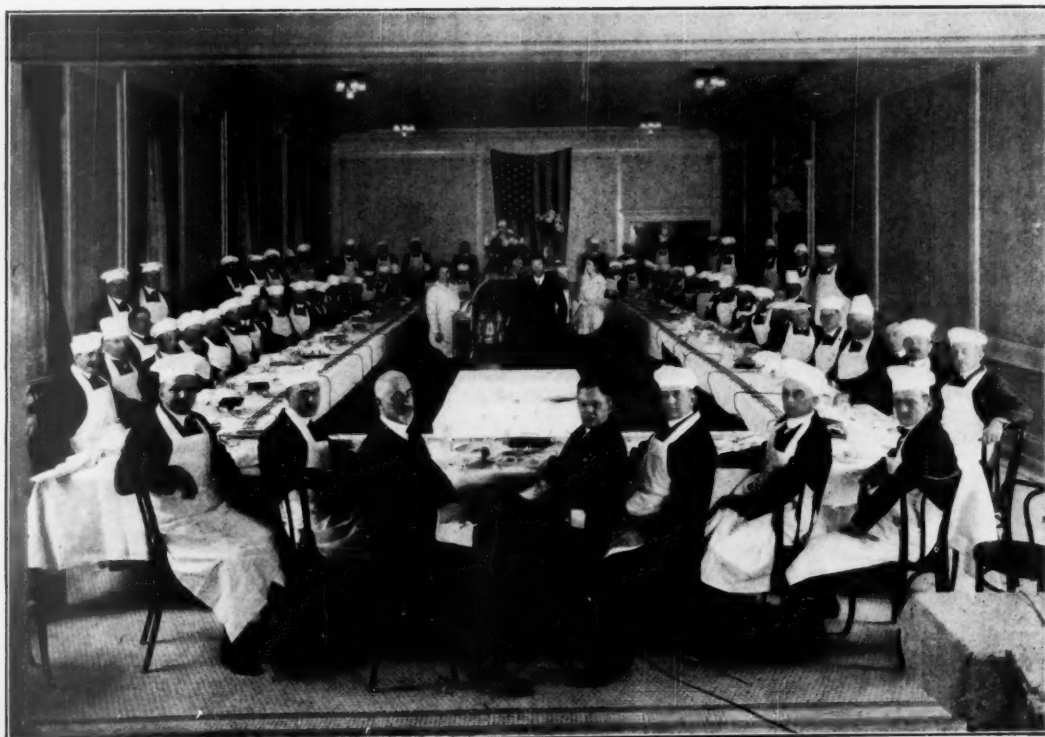
(Continued on page 147)

**FOUR FISHER-MEN
OF THE CINCINNATI
ROTARY CLUB**

Reading from left to right the Fisher Brothers are as follows: Geo. E., Secretary The Thomas Kellsall Co., Bank & Office Fixture Mfr.; Clifford H., President and Chas. A., Secretary and Treasurer of The Eagle Carriage Co., Pony Vehicle Mfr.; and Frank F., President of the Fisher De Vore Construction Co., Concrete Constructions.



Souvenirs for the ladies at the annual banquet of the Evansville Rotary Club. There were 5,125 souvenirs and 90 capital prizes. (See article on page 147.)



South Bend Rotary Club's electrical luncheon (See article on page 164.)

(WHAT THE CLUBS ARE DOING)*(Continued from page 145)*

Rotary. Baskets containing a turkey or chicken, candy, toys and clothing for all members of each family were distributed and each family needing coal was given a ticket donated by the Consumers Company good for fifty pounds of coal. The Rotarians packed all the baskets and personally delivered them.

CLINTON Rotary Club is Active in Civic Affairs

The Rotary Club of Clinton is still keeping things going. A bird house contest by the schoolboys is on for prizes for the best bird houses built. The prizes offered by the club are \$5, \$3, and \$2.

"We have landed for our schools a physical director and have started a movement for free dental examination in the schools," writes Secretary Dan Winget. "We have put over a paving deal and are working on other public improvements.

"Geo. Peck, our member who was burned out, is a phoenix and is manufacturing candy again. He lost everything but his nerve and his Rotary smile.

"We were entertained by President Korn at his bakery November 22 and all were there except two. Every member wore a baker's apron and cap. November 29 Tom Crawford entertained the club at an Electric dinner at which all the cooking was electrically done. Every man broiled his own steak at table and the side dishes were delivered by a miniature electric train. The dinner was held at the plant of the Clinton Gas and Electric Co. Our club has both its feet on the ground, all dues paid in full to January 1, 1916, and not a cent of debt against us."

DAYTON Rotarians Have Circus at Hotel

The following description of a Dayton Rotary Club meeting is supposed to have been written by the bell-boy at the hotel:

"The Rotarians had a circus at our hotel, Thursday night, sawdust, side shows and all. First they bought the hotel, then they robbed a circus somewhere in winter quarters, tents, uniforms, animals, and turned the dining room and halls into a regular out-door circus.

"They had a supper first around the edges. After the show they had a phony prize-fight and laughed just as if Jess Willard had been pounding Jack Johnson and they et peanuts and hollered at each other and they had the best time in the world. Then they went home and we ain't hardly got the smell of the sawdust out of the dining room yet. I can't get next to those Rotarians. They are a wise bunch of ginks and have more fun, wear good clothes, spend money and talk about each other without getting mad."

DENVER Club Puts on More Speed for 1916

The officers of the Denver Rotary Club for the new year since their installation a month ago have been showing "some class" and "some speed" in that class. At every meeting "stunts" have been originated which have kept everybody interested and

enthused. The average attendance has never been greater.

At one meeting every member was called upon to introduce himself and state by what name he desired to be called by his fellow Rotarians. Ex-Mayor Robert W. Speer, as an example, said "call me Bob and smile when you say it." New identification badges were passed out at the luncheon of December 30, and conspicuously displayed on the top of the badge is the name by which the member desires to be called; under it, his "name of dignity"; following this his business and firm represented.

The luncheon on December 30 was known as "Fathers and Sons Day." At this all Rotarians who had sons were instructed to bring them and the sons had charge of the meeting. The sons had been called together a few days previous and arranged for their stunts "to put over on dad." The sons in attendance varied in age from four to twenty-one or twenty-two years. The boys made it the liveliest meeting the club has had in many a day.

The new directors instead of holding regular monthly meetings have been meeting about every week. Secretary Whitaker is a "live wire." The club has every reason to look forward to a most successful year during 1916.

EVANSVILLE Club Starts Boy Welfare Work

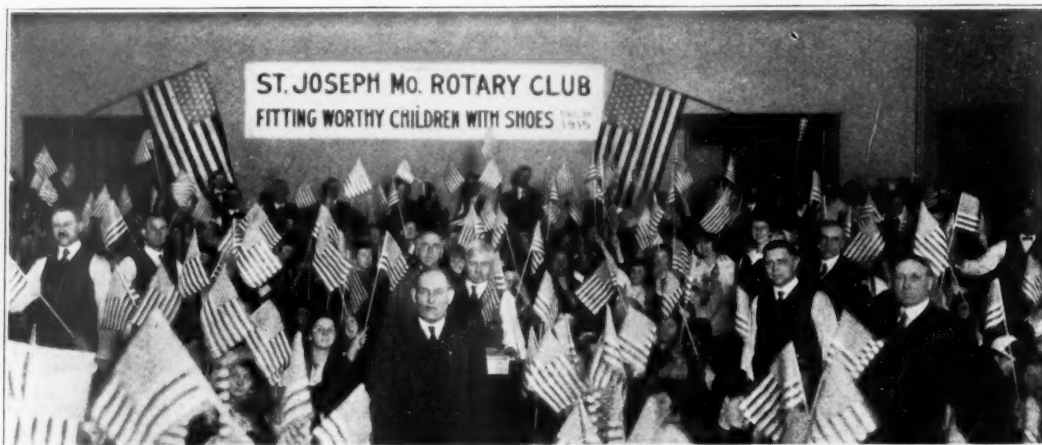
December 1915 was the greatest month in the history of the Evansville Rotary Club. Monday evening, December 12, the club celebrated its second anniversary with a banquet to which the ladies were invited. The total attendance was more than 250. At this meeting a report of the Christmas and Charity Committee was adopted recommending the organization of a permanent system for giving help and encouragement to boys who are "down and out." These boys are to be selected by the committee and assigned to members of the club to be looked after physically, mentally, morally, socially and financially. The Rotary Boys' Fund, with which to defray the expenses of the movement, will be established. Into this fund will go all fines and a contribution box for the fund will be in service at all meetings of the club.

Toward the close of the program the *Evansville Courier* newsboys appeared with Rotary extras which were given as souvenirs. The paper contained a detailed account of the banquet. Dancing closed the evening.

December 21 International President Albert and Mrs. Albert were the guests of the club at a ladies shoppers' luncheon. President Albert delivered one of the most powerful addresses on the subject of community welfare work which has been heard in Evansville and outlined to the Evansville Rotarians the possibilities for achievement in that field thru the club. Following the luncheon and reception Albert presided at a Round Table conference with officers and committeemen of the club at which time was discussed the work done by the club and plans for the future.

FORT WAYNE Club Welcomes New Officers

The Fort Wayne Rotary Club opened the new year with a live wire event at the Anthony Hotel on the evening of January 10, when the new officers were installed. The incoming president, Frank E.



The St. Joseph Rotary Club gathered 325 poor children, December 3, in the auditorium of the Y. W. C. A. and fitted each of them with a new pair of shoes and stockings.

Bohn, and his predecessor, Martin H. Luecke, were the subjects of much raillery and the brand of jollity for which Rotary is famed.

One of the events of the new year which marks the advancement of things in the air as well as on the earth was the receipt of a wireless new year greeting by President Bohn sent by President Oswald Becker of the Davenport club. The message was addressed to all presidents who could be reached by wireless and the Davenport greeting was caught by the instrument at the Fort Wayne high school.

GALESBURG Entertains Hungry Street Urchins

It was not a new stunt but it was a good one that the Galesburg Rotary Club tried on the evening of December 30. Other Rotary clubs have found fun in entertaining a lot of hungry ragamuffins but no club ever had more fun than the Galesburg club, when thirty-five youngsters were crammed full of good food and entertainment. The affair was held at the new Y. M. C. A. here, the banquet being preceded by a swimming party for old and young. As a result all the boys were awfully clean and awfully, awfully hungry.

January 6, the club held an interesting meeting, at which every member expressed his ideas on the subject: "What can the Rotary club do for Galesburg?" After it was all over, everybody agreed that however advanced Galesburg may be in many respects there still remains labor for Rotary.

GALVESTON Takes Christmas to 125 Poor Families

Under the direction of a committee composed of G. H. Sapper, Marion Douglas and Frank A. Allen, the Galveston Rotary Club brought Christmas cheer to 125 families who otherwise would have been left out of holiday enjoyments. The committee selected families which were not being reached by other agencies and to each was sent a basket containing toys, fruit, food, candy and a cheery message. Money for this bit of service was raised in less than three minutes at an "electrical dinner" given earlier in December when a mere suggestion that the club might help along with Christmas cheer brought a cash response approximating \$300.

Plans to have a goodly representation at the convention in Cincinnati next summer are well under way. Galveston will be noticeable if the On-to-Cincinnati Committee has its way about it.

HUTCHINSON Has First Municipal Christmas Tree

The Hutchinson Rotary Club made its first plunge into civic activities Christmas night with Hutchinson's first municipal Christmas tree. The idea originated in the Rotary club and was worked out and executed by the members. It was a great success. Some of the members worked for days popping corn and gathering apples from farmers to help decorate the tree. Rotarian Father Farrell, Catholic priest, made a talk telling what the Rotary club was and there were other talks, songs and band music. The club obtained some very desirable publicity and it was inspiring to note the enthusiastic manner in which the members took hold of the project and carried it to completion.

An indication of the way the public views the Rotary club was shown by a resolution passed by the Trades Council of Hutchinson, asking the Women's Federated Clubs, Commercial club and Rotary club to join in a campaign to urge the patronizing of home merchants and industries.

The entertainment committee of the Hutchinson Rotary Club put on a Christmas party that was a dandy. There was a Christmas tree in the center of a large table which had been set in the form of a cross. Each man had to rise, read his card, hold up the present found at his plate, tell from the nature of the gift who presented it, where that man's place of business was located, etc. It proved to be a good stunt.

INDIANAPOLIS Has Attendance Prize Contest for 1916

Appreciating that the weekly luncheon attendance is vital to a club's success, Rotarian Edgar M. Heaton has offered a beautiful watch fob, to cost fifty dollars, to the member of the Indianapolis club having the best attendance in 1916. No written or verbal excuses for nonattendance will

(Continued on page 152)

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SAN ANTONIO, TEX.....	E. Y. White, E. Y. White Cleaning & Dyeing Co., 701 Ave. C.
SAN DIEGO, CAL.....	E. E. Martin, Martin Adv. Agency, Am. National Bank Bldg.
SAN FRANCISCO, CAL.....	H. H. Feighner, Secretary, The Rotary Club, 817-818 Humboldt Bank Bldg.
SAVANNAH, GA.....	Luke O. Pettus, Advertising Agency, 215 Real Estate Bldg.
SCRANTON, PA.....	R. K. Moore, International Correspondence Schools.
SEATTLE, WASH.....	W. A. Graham, Jr., Secretary, The Rotary Club, 237 Rainier-Grand Hotel.
SYRACUSE, N. Y.....	Ray Van Benschoten, Van Benschoten Advertising Agency, Union Bldg.
TAMPA, FLA.....	Hamilton R. Horsey, Thomas Advertising Agency, Citizens Bank Bldg.
TOLEDO, OHIO.....	H. H. Stalker, H. H. Stalker Adv. Co., Nasby Bldg.
TORONTO, ONT.....	John P. Patterson, Norris-Patterson, Ltd. Advertising Agency, Mail Bldg.
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TULSA, OKLA.....	J. Burr Gibbons, Convention Hall.
VANCOUVER, B. C.....	Arthur L. Callopy, Callopy Adv. Co., Ltd., Jones Bldg.
VICTORIA, B. C.....	C. L. Armstrong, Victoria Advertising Service, 113 Stobart Pease Bldg.
VINCENNES, IND.....	R. J. Sullivan, care Vincennes Commercial.
WACO, TEX.....	J. M. Clement, Mgr. Western Union Tel. Co.
WICHITA, KAS.....	Roscoe C. Ray, The Grit Printery.

How *and* What to Eat

What did you eat today—did you select your food with care or did you thoughtlessly eat what was placed before you?

What you eat, how you eat, and when you eat has everything to do with your efficiency—your “Bank Account” of Health. The Body—like a machine—requires fine attention—it can do its best work only under favorable conditions.

At Battle Creek the daily bill-of-fare is mapped out by expert dietitians—each menu planned in advance with the individual requirements of the patient in mind.

The wholesome daily dietary is supplemented in an effective way by scientific treatments under the direction of specializing physicians, special exercises varied from day to day to meet the needs, and a daily health program including the necessary share of fresh air, sunshine and the outdoor life.

The value of a solid week or two of healthful living under such ideal conditions can hardly be overestimated—the natural results are sound refreshing sleep, good digestion, a clear head, increased energy, and a sense of buoyancy and zest that makes life worth while.

An interesting booklet “THE SIMPLE LIFE IN A NUTSHELL” tells how to build greater physical and mental power. It is yours free on request. Write.

The Battle Creek Sanitarium Box 230 Battle Creek, Mich.
M. W. Wentworth (Rotarian) Manager

Coupon

Box 230, The Battle Creek Sanitarium,
Battle Creek, Michigan.

You may send me your book on diet “THE SIMPLE LIFE IN A NUTSHELL” without obligation.

Name _____

Street _____

City _____

State _____

I Use the **LOOSE I-P LEAF LEDGER**



because it opens with one turn of a key (100% expansion) and closes (tight) with a slight pressure of the hand. That saves a lot of time.

The half round back and scientific crimping of the leaves gives me a flat, writing surface.

The mechanism is very simple, but thoroughly efficient.

I can always get ledger sheets that really fit, on short notice. My dealer stocks them in many standard rulings and in the best grade of ledger paper.

All first class stationers sell

LOOSE I-P LEAF Books and Forms

Send for Catalog 3

Irving-Pitt Manufacturing Company

Largest Loose Leaf Manufacturers in the World
(Rotarians)

Kansas City, Missouri

(WHAT THE CLUBS ARE DOING)

(Continued from page 147)

be accepted, nor can the officers of the club enter the contest.

A dinner and dance was given December 9. Every article of food was furnished by Rotarians and a unique plan of individual service was carried out by Rotarian Lawrence in preparing the menu. The walls of the dining room were decorated with elaborate signs, which were drawn and lettered by Rotarian Fatout. The products of the Rotarians were effectually advertised. A large part of the evening was taken up with the drawing for prizes in which only the ladies took part.

At the regular business meeting December 28 the admission fee was raised from \$10 to \$25. Organization plans were completed for attending the Cincinnati Convention. President Miller appointed Frank P. Manly chairman of the committee.

LEXINGTON Latchstring Will be Out

President Graves of the Lexington Rotary Club writes: "We have appointed a special committee to extend invitations to every Rotary club south and southwest of Lexington asking that they include Lexington in their itinerary to the convention in Cincinnati next July. It is our purpose to have them stop off in Lexington between trains that we may show them some form of entertainment, or at least some of the interesting points in our illustrious Blue Grass country. While Louisville is doing the same thing and has, I notice, advertised in the last issue of *THE ROTARIAN*, we have a thoro working understanding with them and we are not working on this proposition with any opposition in the least."

LINCOLN Has Football and Fathers and Sons' Meetings

"The Lincoln Rotary Club wishes all Rotarians a Happy and Prosperous New Year," writes Correspondent Gates.

"We have been specially favored by our entertainment committee with two events which have helped to put 'pep' and 'ginger' into our members, which might prove interesting to other clubs. First, the University of Nebraska football team, which has had a very successful season, was entertained at luncheon. 'Jumbo' Stiehm, the coach, is one of our liveliest members. Second, the 'Father and Son' dinner. Every man brings a boy. A prize for every boy. We do not know who got the most enjoyment, the boy or the grown-up. It met with such a strong approval on the part of the members that they have voted to make it an annual affair.

"Our fellow Rotarian, Frank Zehrung, thru the co-operation of other Rotary clubs in this territory, has been elected president of the Western Baseball League for the coming year."

LOUISVILLE Has Two Big Stars on Same Night

The biggest night that the Louisville Rotary Club has ever had was December 30, according to Secretary Campbell. "We were honored by the presence of International President Albert and his charming helpmate," Campbell writes. "At the same time we had Vice-President Kingsbury of the American

(Continued on page 154)

What Would It Be Worth to You?

IF *you* could shake hands with every man in Rotary, what would it be worth to you?

IF *you* could tell each one your business, your address and the merits of your goods, what would *that* be worth to you?

IF *you* could secure an audience and meet each of the 25,000 Rotarians right in his own home, at his fire-side, or on the inside of his private office! If you could have all of his time and his undivided attention. If you could be met with a smile, what a fabulous price such a call would be worth.

Face to face with *your* prospect—at his private desk, at his club, yes, and even in his own home. A welcome visitor this salesman of yours. He secures quick admission to the inside office. He has no interruptions and what a list of prospects he calls on.

Each of these prospects has made a success in his own business and by business friendship stands ready to make a success of *yours*. Each knows a good article, buys good stuff and expects good service.

Shake hands with every man in Rotary.

THE ROTARIAN is the way.

What is it worth to *you*?



THE ROTARIAN,

910 Michigan Ave.,
Chicago.

F-16

....., 1916.

Send us your advertising rates and full particulars regarding THE ROTARIAN as an advertising medium.

Name....., Town

Business.....



Between These and
Intermediate Cities You Get
**Service, Scenery
Satisfaction**

If Your Ticket
Reads Over the



Best Route from Florida and Georgia to the
ROTARY CONVENTION
CINCINNATI NEXT JULY

Via Chattanooga

Lookout Mountain, Nashville
Mammoth Cave and Louisville

Fast, Modern Trains

Observation and Drawing Room Sleeping Cars
First-class Coaches; Fine Dining Service

Schedules, fares, reservations and information
gladly furnished. Write or wire

I. A. Von Dohlen, F.P.A.
Jacksonville, Fla.

J. A. THOMAS, C.P.A.
(Rotarian)

E. J. Walker, T.P.A.

Cole Danley, D.P.A.
Chattanooga, Tenn.

H. C. Davis, T.P.A.
Atlanta, Ga.

W. I. Lightfoot, A.G.P.A., Nashville, Tenn.

(WHAT THE CLUBS ARE DOING)

(Continued from page 152)

Telegraph and Telephone Company of New York, who gave a wonderful demonstration of transcontinental telephoning. The 450 Rotarians and guests were delighted to talk with friends as far away as San Francisco and President Albert devoted a large part of his address to the great development—commercial and sociological—that must result from such great achievement. Mr. and Mrs. Albert were surprised when their son, Allen D., Jr., talked with them from Danville.

"The ladies surprised their husbands by presenting to the club a beautiful banner designed by them. They expect to play an important part in the entertainment of our guests whom we expect next July en route to Cincinnati.

"The Alberts reached Louisville at 11 a. m. and Allen presided over the Rotary Round Table at the Watterson Hotel at the noon hour, giving us a good plain talk on the principles of Rotary and relating many interesting experiences gained during his recent pilgrimage to over 50 Rotary clubs. The weather interfered with a little stunt. The boys planned to carry the Alberts back some sixteen or eighteen years to a period of their courtship on the old Jeffersonville Ferry when Mrs. Albert (that was to be) was visiting an aunt who lived in Louisville and Allen was on duty here a few days as special correspondent for the *Baltimore Sun*."

**MADISON Has a Real
Rotary Christmas**

And when Christmas came Madison Rotary was there. An evergreen forty feet in height, bedecked with a thousand electric lamps of many colors, was placed in the capitol park. Another, a smaller tree, was appropriately trimmed in holiday dress and placed in the rotunda under the great dome of the state building. It is estimated that six thousand people attended the Community Christmas exercises at 5:30 Christmas eve. School children singing Christmas carols, assisted by a chorus of grown folks from the choirs and singing societies of the city, and the music of the First Regiment band followed the lighting of the big tree.

The Rotary club had also fostered the big brother idea. Three big piano boxes full of gifts for the less fortunate youngsters were given to the Associated Charities and the Volunteers for distribution. One hundred and fifty baskets were taken to the homes that Santa Claus had missed.

With the assistance of the Madison newspapers the Rotary club urged the citizens to revive the old English custom of placing lighted candles in the windows. This idea was so generally accepted that the cheery window lights were visible in nearly every home.

Madison had a genuine Rotary Christmas and the credit is given President St. John and Secretary Billy Huels.

**NORFOLK Helps Organize
New Virginia Club**

"But Norfolk is a better town," is the slogan forced upon the Norfolk Rotary Club and indicates that the club has been and is doing things. Here is a list of recent activities:

(Continued on page 158)



FEB—MAR—APR—MAY—JUNE—JULY

SIX SHORT **MONTHS**
— THEN —

ON TO

CINCINNATI

FOR THE

Rotary Convention

July 16, 17, 18, 19 and 20

“THE MORE YOU SEE OF
THE QUEEN CITY THE BET-
TER YOU WILL LIKE HER”



When writing our advertisers please mention THE ROTARIAN.

COMING OR GOING JUST A DAY IN **LOUISVILLE** THEN YOUR TRIP WILL BE COMPLETE

ROTARIANS from the SOUTH and SOUTHWEST:-

use the
Louisville & Nashville R. R.
en route to
CINCINNATI

and accept the invitation of the Louisville Club to stop over in Louisville. Information regarding Louisville & Nashville service may be obtained by addressing

R. D. PUSEY, Gen'l. Pass'r. Agt.
(Rotarian)

LOUISVILLE, KY.

You Have a Modern Boy—Give Him a Chance Under Modern Methods

Do you want to make a clear-brained, healthy-minded man of that boy? Then let his mind grow in a healthy body.

Our method keeps boys in the open throughout the year.
We Winter in Florida--Continuous study, continuous outdoor life! Positively no interruption in the work.

Brain and Muscle Develop Together
School Under Government Supervision--Highest award made by War Department for our military work. The only "Honor School" in the South. Graduates admitted to leading colleges and universities without examination. **Give Your Boy a Chance** by inquiring into our methods. Catalog upon application.

KENTUCKY MILITARY INSTITUTE

The School with a Winter Home in Florida

Until Jan. 3rd, 1916, - - - - - Lyndon, Ky.

Then until Apr. 22, Military Park, Fla.

C. W. Fowler, Supt., Mbr. Louisville Rotary Club.

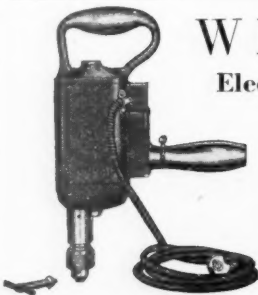
THE ROTARY PAINT MAN

in your town knows

Pea Gee
Paints and Finishes

Three Louisville Rotarians request
that you specify them

PEASLEE GAULBERT COMPANY
INCORPORATED
Established in Louisville in 1867



WILLEY

Electric Portable Drills

Are time and labor savers. They render a real service to your workmen and save you money. Send for Catalog.

Mfr'd. exclusively by

Jas. Clark, Jr., Electric Co., Inc., Louisville, Ky.

JAS. CLARK, Jr. **OSCAR P. WODACK**

Louisville ROTARIANS Chicago

420 W. Main St. Machinery Hall



A GOOD PICTURE

attracts attention immediately. More good pictures in your printed matter will grip the attention and hold

the interest of the man you want to reach. Write us today for samples, ideas and estimates on quality engravings. Neither charge nor obligation attached.

BUSH-KREBS CO. "IDEA" DEPT. LOUISVILLE, KY.

COMING OR GOING
JUST A DAY IN **LOUISVILLE** THEN YOUR TRIP
WILL BE COMPLETE

Let Us Show You What Real Kentucky Hospitality Means!

¶ You have heard about the hospitality of Kentucky and Kentuckians, for it is world-famous. We do not mean to boast when we say that Kentucky is living up to its traditions in this respect today just as it was when Charles Dickens wrote about it in the 50's.

¶ Louisville and Kentucky are anxious to welcome you on your way to the International Convention at Cincinnati next July, and we can assure you that your stay here will be made memorable in more ways than one. You will be among friends. The latch-string will be on the outside.

¶ Louisville is not only the metropolis of Kentucky, and therefore her chief exponent in hospitality, but is a hustling city, called by Roosevelt "the nation's thoroughfare." The largest leaf tobacco market in the world; the falls of the Ohio River; the "miniature Panama" canal built here by the U. S. Government, and Mammoth Cave—the latter within a few hours' ride—are some of the sights worth showing and worth seeing.

¶ And, of course, Kentucky's girls deserve and always get a second look.

Come to **LOUISVILLE**

Rotary Club of Louisville, Louisville Board of Trade,
Louisville Commercial Club, Convention and Publicity League



**cut out winter
go to sunny-summery**

California

What you save in coal and extra clothes bills, and other necessities in the East, will pay for a few months stay in California.

The sunshine and out-of-doors does away with ills and doctor bills.

Four daily California trains via the Santa Fe. That includes the exclusively first-class California Limited—Then once a week, in winter, the Extra fine-Extra fast-Extra fare Santa Fe de-Luxe.

And the Grand Canyon of Arizona is on your way.

Our picture folders tell of trains and sights to see.

W. J. Black, Pass. Traffic Manager
A. T. & S. F. Ry.
1118 Railway Exchange, Chicago

(WHAT THE CLUBS ARE DOING)

(Continued from page 154)

A visit in a body to inspect the new and modern plants of the Western Union Telegraph Company, the Bell Telephone Company and the power plant of the Virginia Railway and Power Company. This was done on the theory that to "boost one's home city," one must keep abreast of the improvements. District Governor Harris and the officers of the newly organized club at Durham, N. C., with the Norfolk Rotarians, were entertained at dinner November 10 by Rotarian W. B. Jennings, local manager of the Bell Company.

Weekly luncheons have teemed with interesting features: November 21, Admiral Beatty, since retired as commandant of the Norfolk Navy Yard, addressed the club on "The Nation's Preparedness." The luncheon of November 30 was held at the Electrical Prosperity Week Exposition. The December 7 luncheon was addressed by Rear-Admiral A. C. Dillingham, on his experience as the government's representative in straightening out the revolution in Haiti and San Domingo.

November 28, the Norfolk Rotary Club sailed to Newport News and after entertaining at dinner some representative business men, assisted in organizing a new "Rotary baby"—the Hampton Roads Rotary Club, of Newport News, Hampton and Old Point.

The Norfolk club has inaugurated a new campaign for a modern convention hall and auditorium and has enlisted the co-operation of the Chamber of Commerce, Board of Trade and other commercial bodies. Committees have been appointed to co-operate with other organizations in an effort to improve the public highways of the district.

"That San Francisco Convention must have been a hummer," writes Secretary Cox, "as our delegates are telling us every time they have half an occasion, something new they learned there. So we are out for the convention in 1917."

OTTAWA Has Talk on War Zone by Publisher-Traveler

"Last month at an evening meeting we had with us W. D. Boyce, Chicago, publisher and traveler, just returned from the war zone," writes Correspondent Jordan. "Each member invited one or more guests to hear a most interesting talk. His impartial study of conditions gave us much information not found in the press and the interest shown by his audience up to a late hour was evidence of the real treat given us. Thru its various committees the club is taking an active part in city affairs and we have a busy program outlined for 1916."

PHOENIX Rotarians go 69 Miles for Ladies' Night

A stage setting for a ladies' night that is guaranteed to test out any bunch of Rotarians was put up to the Phoenix Rotary Club by the weather man on December 4. A motor run of 69 miles to Castle Hot Springs, one-third over mountain roads, rain in the morning, rain in the afternoon and the prospect of more rain and mud to return in the following day, did not deter sixty members and ladies from participating in one of the most pleasant ladies' nights the Phoenix club has ever held. Castle Hot

(Continued on page 160)

Mr. Advertiser, Are You

It's
not
how
much
you
spend
in
adver-
tising
that
counts,
but
how
and
where
it's
spent

starting the New Year right by selecting THE RIGHT SORT OF MEDIUM thru which to advertise your particular line of goods or service—the medium that will put you into CLOSE, PERSONAL TOUCH WITH THE RIGHT KIND OF PEOPLE?

When selecting your advertising medium you should be influenced by the quality of the circulation rather than by the quantity. A magazine with several hundred thousand circulation may reach only a few hundred people who would be interested in your products.

Your advertisement in THE ROTARIAN—The Magazine of Service—will bring you into closer, more intimate friendly relationship with 25,000 leaders in over 200 of the principal cities of U.S., Canada, Great Britain and Ireland, than any other publication.

Besides controlling the expenditure of hundreds of thousands of dollars annually for their business requirements, as purchasing agents for their families they represent over 100,000 people whose wants cover every conceivable commodity—wearing apparel, food stuffs, furniture and other domestic necessities—to say nothing of the luxuries.

Tell the interesting story of your products or service to these men thru their magazine,

The Magazine of Service

THE
ROTARIAN

910 Michigan Avenue
Chicago

When writing our advertisers please mention THE ROTARIAN.

There is no substitute for the man who smokes Rameses Cigarettes. He himself will tell you so. He finds no satisfaction in any other cigarette when he happens to be out of his special brand.

It's as if there were a Rameses Club—an informal organization of men who are loyal to Rameses Cigarettes. They wear no emblem. They have their loyalty only as a common bond.

They smoke only Rameses, "The Aristocrat of Cigarettes," because they find in no other brand the full flavor and distinctive aroma that Rameses alone possesses.

No man who once becomes a member of this Club ever leaves it.

Which is another way of saying: "Nobody ever changes from Rameses."

STEPHANO BROTHERS

Incorporated
(ROTARIANS)

Philadelphia, Pa.

(WHAT THE CLUBS ARE DOING)

(Continued from page 158)

Springs Hotel, with its beautiful setting in the mountains, will long be remembered by the hardy spirits that ventured the rainy trip.

Good roads and the widening of trade territory by their means was the spirit of a program on December 17, by which the Phoenix club endeavored to boost the campaign of the local Chamber of Commerce and also to widen the effort to larger fields and extend the territory of Phoenix business. A committee was appointed to visit a new mining camp opening up 100 miles away, investigate business opportunities, road and bridge possibilities and report findings in such shape that they could be handled by further committees to enlarge upon the work and place it before the people of the city and county to act upon the information gained.

The three-day visit of President Allen Albert to Phoenix in November was the greatest event the Phoenix Rotarians have had during the existence of the club. He arrived Friday at noon in time for the weekly luncheon to which were invited fifty or sixty prominent citizens outside of Rotary, with the result that about one hundred and fifty listened to the most eloquent message of Rotary that has been delivered in Phoenix. Friday evening Mr. Albert appeared on the Y. M. C. A. High School lecture course and was enjoyed by a good audience. "We are not behind our Texas brothers in welcoming and enjoying Allen Albert, but there are so many more of them that they can say it louder," say the Phoenix Rotarians.

PITTSBURGH Rotarians Play Santa to the Poor

Among the things that the Rotary Club of Pittsburgh enjoys is doing service for others than Rotarians. Christmas was selected as a fitting time to perform such service to worthy poor and a Christmas fund was started with small fines for such offenses as calling a fellow member "Mr.," etc. Then came donations of articles of value such as electric lamps, safety razors, pieces of furniture, etc., and these were "auctioned" off—usually for several times their actual value. Members provided automobiles for delivery of baskets and much real pleasure was obtained by the committee as well as the ones provided for.

The "D. E. F. & V." program—arranged by the members whose names start with any of these letters—was a success. Each member had a regulation telephone before him and held a business talk with another member who was "teamed" with him. One acted as a "central" at a regulation switch board and indulged in a burlesque effort to "put thru" the calls. The members of the club generally wore paper pokes with eye holes cut in them with names such as "Mutt" and "Jeff"—"Tom" and "Jerry"—"Hot" and "Cold"—"A. M." and "P. M.," etc. the idea being to find your team mate and sit with him during luncheon.

Governor "Bob" McDowell, 6th District, Louisville, gave them a splendid talk on the "Democracy of Rotary" on December 22.

Wireless New Year's greetings were received from Ozzie Becker of Davenport and sent to President Wilson by President McFarland on New Year's eve.

(Continued on page 162)



Always
Ready
to use

Quick
Clean
Safe

Simplex Electric Chafing Dish

MAKES entertaining a pleasure.
No fire, flame, smoke nor odor.

Nothing to Fill
Nothing to Spill

More economical than alcohol without
the annoyance and danger.

Write for Booklet: "The Good Fairy of Housekeeping"

SIMPLEX ELECTRIC HEATING CO.

Manufacturers of Everything for Electric Heating and Cooking
85 Sidney St., Cambridge, Mass. Member Boston Rotary Club

ROTARY BANKS EVERYWHERE

Depository for
I. A. of R. C.



You are invited to
send us your terms
for collecting items in
your vicinity.

Write for our terms
for good "Rotary
Brand" of service.

R. F. CHAPIN, Secy.
Member Chicago Rotary Club.

THE KERCHER BATHS



Produce
HEALTH and HAPPINESS
S. E. CORNER CONGRESS and WABASH
Just ask for GEORGE and say "Rotary"—
that's all.

Best Baths in Chicago Established 40 Years
(Geo. Kercher, Member of Chicago Rotary Club)

A wee word of Apprecia- tion

The 'leven little
leathersmiths
are grateful much to
all of you good fel-
lows—there have been
many gracious greetings &
wonderful wishes sent hither-
ward during the past weeks—
& we are mindful of every one
of 'em!

And then along comes a whole issue
of *THE ROTARIAN*, set aside spe-
cially & specifically as the 'leventh
anniversary number—presumably &
quite properly in honor of the 'leven
little 'lustrious leathersmiths ! ! ! ! !
Gentlemen, we salute you!

(Some of the Clubs have bought
a framed copy of the CODE of
ETHICS for each of their mem-
bers—this is a verifine idea, to
give one of these to every mem-
ber on his birthday or on any
other auspicious occasion—
you know what I mean.)

Yours right cheerily,

Chas. Happy Saccaman

For

The Leathersmith Shops
—being an association of creative
crafts-folk making many artistic
things in Decorative Leather at
1033 Race Street Philadelphia USA

Remember Cincinnati, July 16

When writing our advertisers please mention **THE ROTARIAN**.

The Rotarian Line
from Chicago to
Indianapolis
and
Cincinnati
is the

MONON ROUTE

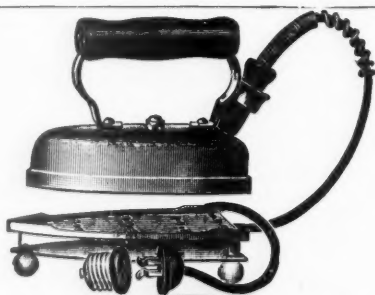
Chicago, Indianapolis & Louisville Ry.

Observation Parlor Library
Cars, Dining Cars and Coaches on
Day Trains. All Steel Sleeping
Cars on Night Trains.

HERBERT WILEY
(Rotarian)

General Agent Pass. Dept.

104 S. Clark Street Chicago, Ill.



MESCO
TRADE MARK

Electric Iron

Reduced to three dollars

Nothing changed
but the price

Manhattan Electrical Supply Company
Rotarian F. M. Pierce, Manager
114 So. Fifth Avenue, Chicago
New York St. Louis Frisco

(WHAT THE CLUBS ARE DOING)

(Continued from page 160)

**SAINT LOUIS Club is
Making Rapid Growth**

"New members are coming into the St. Louis Rotary Club at a rapid rate," writes Correspondent Martin. "Attendance and interest are growing accordingly. December was one of the best months our club has had. Our meetings are getting so interesting that to miss one is to miss some 'special treat.' We had a real Santa Claus at Christmas, who gave nearly every member a present connected in some way with his business, and accompanied by a special bit of good verse.

"Recently we had a 'bring an order' meeting—our first one—and more than \$100,000 worth of business was brought and passed. It was a real success.

"At the last meeting in 1915 we had an interesting talk on the Stevens bill now pending in Congress and the club passed a resolution endorsing the bill."

**SALT LAKE CITY Rotarians
Praised by Press**

Some idea of the activity of Salt Lake City Rotary Club and of the place the organization has taken in the public mind may be gained from the following extracts from an editorial which appeared December 29 in the *Salt Lake City Tribune*.

"Recent activities of the Rotary club remind us that the gentlemen of that organization have been doing much to help Salt Lake City and Utah. 'They profit most who serve best' is the motto of the club, and President F. C. Schramm and his fellow officials and members of the club have exemplified for us the full meaning of that doctrine of enlightened self-interest. It is only a few days since the club contributed a large sum to the Good Fellow campaign and thus brought comfort and happiness to scores of little ones and their elders.

"But whether they be contributing to the welfare of those who suffer and are heavy laden or whether they be financing some project for good roads, the members of the Rotary club remain true to their motto.

"One has but to recall the notable projects of the last few years to realize that the Rotary club has backed all of them which were of value to the community, and the backing has not been confined to mere words, or even to efficient effort, but oftentimes the club has spent its money to carry forward some necessary work."

**SAN ANTONIO Rotarians Plant
Live Christmas Tree**

Last year the Rotary club gave to San Antonio its first municipal Christmas tree and caused it to revolve upon its base, but this year, realizing that it should be a permanent feature and a "permanent pleasure," the Rotarians planted a cedar tree of great height and wonderful beauty in the shadow of the Alamo.

Appropriate ceremonies marked its planting and presentation and dedication to the children of San Antonio. Moving picture men from the various companies recorded the affair on films. Maclyn Arbuckle, the actor, was invited by wire to act as Santa Claus, and accepted. It is safe to say that

(Continued on page 164)



My Fireproof, Sanitary
Factory at Washington—
Capacity 50,000 Per Day.

"OFFTERDINGER'S SPECIAL"

A scientific blending of Imported and Domestic tobaccos by expert cigar makers, producing a mild, fragrant, delightful smoke that you can smoke all day long with pleasure. It's the best value ever offered anywhere by anybody. You pay 10c in any store for a cigar of like quality and merit. All the cost is put in the cigar. No bands or fancy labels. Just plain Cedar boxes or tin cans for dry climates if you prefer. I am offering you the best cigar that can be made for \$5.00 per 100 direct from FACTORY to smoker.

YOU RUN NO RISK

I will send you 100 by Parcel Post. Smoke 10—if you like them send me your check for \$5.00 in 10 days. If not return the balance and receive credit in full. Can I mail them today?



HENRY T. OFFTERDINGER

508 Ninth St., N. W.

The Rotarian Cigar Mfr. of Washington, D. C.

From My
Factory
via Parcel Post
Direct
To **YOU** For
\$5.00

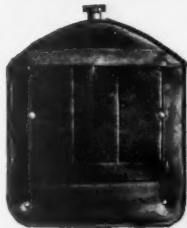
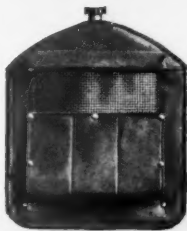
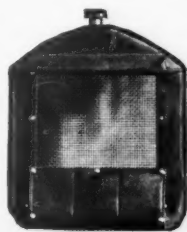
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(J. C. Miller, Rotarian)

Rotary Jewelry Catalog on application from us or
your Jeweler

GREENWOOD BLDG.

CINCINNATI.

(WHAT THE CLUBS ARE DOING)

(Continued from page 162)

no role assumed by him on any stage has given more pleasure to all concerned than did this little act and never did actor enjoy the part allotted him more than Mr. Arbuckle.

Two thousand little orphans were made to feel that Santa Claus was real, and as they made their way thru lines that had been formed by the Rotarians they were brought face to face with Santa Claus who took time to say something cheery to each one.

SCRANTON to Aid Defective Poor School Children

The Rotary Club of Scranton held a very interesting meeting at the Administration building of the public school system. Headed by President Smith they marched in a body to the building. Supt. S. E. Weber, Rotarian, and Professors Gleason and Welles delivered addresses which led to the adoption of a plan by which the club is to maintain a fund for the benefit of poor children in school who suffer from poor eyesight, bad teeth and defective hearing. The fund will be distributed under the direction of Rotarian Willows, secretary of the Board of Associated Charities.

President Smith has appointed a committee to urge the citizens of Scranton to donate their profits on the 29th day of February to a fund for the poor.

The Christmas number of the *Board of Trade Journal* devoted two pages to the Rotary club, publishing the objects of the club, the business creed, the code of ethics and pictures of the club officers.

SEATTLE Club Discusses Rectitude of Customer

Secretary Graham of the Seattle Rotary Club writes that they had a very interesting meeting at a luncheon recently when they discussed the question, "Is the Customer Always Right—Why?" Several members were notified four or five days in advance that they would be called upon to make short talks upon this subject. After they had finished the meeting was thrown open to the members generally. "We were surprised the way in which everyone responded," Graham writes. "Some of the remarks were most witty but most of the talks were on the serious side of the subject and the discussion brought out the fact that almost every business that is a big success in the community conducts its business on the grounds that the customer is always right. I do not recall having heard of this subject having been suggested before."

SOUTH BEND Rotarians Grill Their Own Steaks

The members of the South Bend Rotary Club enjoyed a novel and clever luncheon during Electrical Prosperity Week. To the ingenuity of Rotarians Bryan and Dennis of the Indiana and Michigan Electric Co., was the club indebted for the party.

The members donned white caps and aprons, before proceeding to the dining room. The table was formed in the shape of a hollow rectangle, in the center of which were electric ranges, electric percolators and every electrical appliance neces-

(Continued on page 166)

Raymond J. Burns, *Treas.*William J. Burns, *Pres.*W. Sherman Burns, *Sec'y.*

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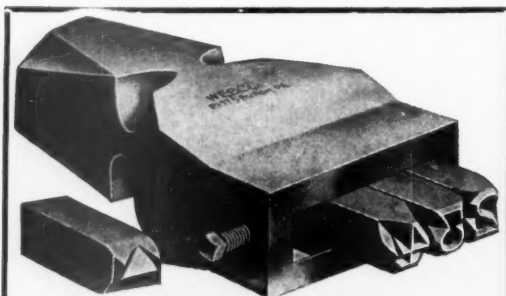
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When writing our advertisers please mention **THE ROTARIAN**.

(WHAT THE CLUBS ARE DOING)

(Continued from page 164)

sary in cooking a dinner electrically. Around the inner edge of the table was a railroad track of the third rail type, and upon this ran an electrically hauled train which conveyed some portions of the food to the members. Between each two members an electric grill had been placed and with these the members grilled their own steaks. A large electric gong was used by the chairman in attracting the attention of the members.

The guests were Herbert C. Angster, district governor, President Craig of the Chicago club and J. W. Stickney of the Indianapolis club.

SPOKANE Club Limits Membership to 200

Spokane Rotarians gave more time and money to charity the past holiday season than in former years and feel well repaid for their efforts. Two deserving institutions in the city were taken in hand by the Rotarians and the result was that over 500 children in one home and 300 poor people in another institution were well cared for.

The Spokane club has decided by a vote of the club to limit its membership to 200 members and this will be accomplished within the coming few months. All the "dead wood" in the club will be cleared away and a waiting list has already been established. The club has been entering into civic matters with more energy since the San Francisco Convention and with the attendant good publicity which has been given the organization the club is growing much stronger than ever before.

SPRINGFIELD (Mass) Christmas Party for 3,500 Children

December 23 the Springfield Rotary Club, with the aid of the newspapers, and especially of the *Springfield Union*, gave a Christmas party in the municipal auditorium to 3,500 children. In the previous week three members of the Board of Aldermen had refused to vote an appropriation to help pay for an outdoor pageant of which the city's magnificent Municipal Group was to have been the center. The *Springfield Union* offered to open a public subscription if the Rotary club would undertake to supplement the public fund and would provide the entertainment. The offer was accepted and in five days about \$1,100 was raised, half by *The Union* and half by the club. The entertainment consisted of a brief organ recital (many of the children had never heard a pipe organ), band music, singing of patriotic songs, singing by a surplined boy choir, a brief address by the mayor, story-telling by a professional, moving pictures, Boy Scout stunts and the Christmas tree, with Santa Claus who distributed the presents.


It was the greatest entertainment of the kind that Springfield has ever had, and the hearts of the children were made bright with Christmas cheer. There were so many gifts of material for the bags that about \$500 remains in the treasury of the club, to be used next Christmas, when, with more time for preparation, a still better job will be done. This was the club's first community job, and the entire city was loud in its praise of the spirit that prompted so happy and needed and successful a service.

Harry Lauder of the Rotary Club of Glasgow,

(Continued on page 168)




THE RICE HOUSTON, TEXAS



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GENUINE HOSPITALITY-A
FEATURE NOT PURCHASABLE
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SALT LAKE CITY, UTAH
Opened to the Public March 27th, 1915.
FIREPROOF
400 rooms, every room with a
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Absolutely first-class Rates, \$1.50 and up
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*Near to all that's desirable
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All of the 600 rooms receive air and
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Rooms \$2.00 and up Club breakfasts served
The recent change in proprietorship has resulted in
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"C & C" has the life, the sparkle, the delicious crispness of champagne, without the fire.

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who will give full information to Rotarians as to nearest point from which to obtain supplies.



(WHAT THE CLUBS ARE DOING)

(Continued from page 166)

Scotland, was the guest of the club at its luncheon January 3. He had a royal reception when he came in with his six kilted pipers, himself also in kilts, and after the waiters withdrew he gave a sweet-toned sermonette on Rotary such as not often is heard, and followed it with songs and stories.

SYRACUSE Club Helps to Bury Old Doc Nocker

The Rotary Club of Syracuse played an important and essential part in the holiday frolic and Pageant, which symbolically placed Syracuse in the front rank of the cities which have adopted the slogan of "Nocnomore." With appropriate ceremonies "Old Doc Nocker" was properly started on his last, long journey. Before removing "Old Doc" from the hotel in which he had been lying in state, coffin nails were sold at auction to raise his funeral expenses. Then several hundred business men of the city, representing the Rotary and other clubs, duly conducted the old hammer to the city hall where the funeral ceremonies were held, when it was placed upon a flat car and started on its journey.

This pageant brought to the attention of all the business men's clubs the value of unity where the city's interests are concerned. A permanent and central organization, representing all the clubs of the city, has been suggested and is expected soon to materialize to handle problems wherein the city's interests would be best served by united support.

On the last day of 1915 the Rotary club entertained the outgoing and the incoming city administrations. At the close of the meeting the club pledged its support to the incoming officials. That was done with particular good will as Mayor Stone and Commissioner of Public Safety Nicholson are good Rotarians.

A plan of dividing the club membership into groups of ten or twelve, and assigning a group, some three or four weeks in advance, as an auxiliary to the regular entertainment committee, is working out nicely. Each group keeps "under its hat" what is going to be put on at the particular meeting of which it has charge.

The members raised more than \$1,500 during the holiday season for the club's very special charity known as the Crippled Children's Fund. This work has been going on for three or four years. The funds have been so judiciously and wisely spent that the club has been able to extend this much needed aid over the whole year.

TAMPA Celebrates Five Years of Industrial Peace

The Tampa Rotary Club celebrated five years of peace in the Tampa cigar industry with a program in charge of a joint committee consisting of members of the manufacturers and representatives of the cigar makers. It has been five years since the last difficulty between labor and capital in Tampa and both employers and employees were glad to get together under the auspices of the Rotary club to commemorate the absence of industrial strife.

Rotarian Ernest Berger, in his introductory remarks, said: "There was never a time more opportune to celebrate peace. Five years ago an agreement was entered into between the cigar manu-

(Continued on page 170)



Rotary Hotel

Making Hotel History

Every Room at the Fort Dearborn Hotel, Chicago, is now **\$1.50 per day**—no higher. 500 rooms with private bath or private toilet—all with outside air and light.

EVERY Room \$1.50 Per Day —No Higher

FORT DEARBORN HOTEL—Chicago
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FAIRNESS The Home of Simplicity, Refinement and Comfort for the Traveler GOOD
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Castle Brand Cream Olive Oil

Guaranteed Absolutely pure. Highest grade Obtainable.

If your grocer cannot supply you, \$1.00 will bring you one quart delivered to any post office east of the Mississippi River.

Special prices to Rotarian Hotels.

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HOTELS STATLER

\$1.50 UP

HOTEL STATLER, Cleveland, now has 1,000 rooms, 1,000 baths. Four hundred of these rooms (with shower bath) are \$1.50 and \$2.00 per day.

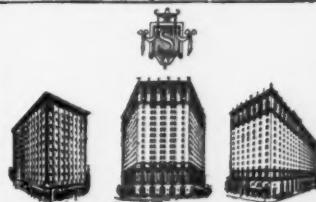
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(WHAT THE CLUBS ARE DOING)

(Continued from page 168)

facturers of our city, which has proved effective and satisfactory for both parties far beyond their most sanguine hopes and a five years' trial establishes it as a perfect medium for permanent peace and prosperity. The plan was a new, yet simple one. A committee of six workmen was elected, not by one union but by a vote of cigar makers, and a like committee was elected by the manufacturers. The duties prescribed for this joint committee were to make uniform the numerous sizes of cigars and price paid per thousand for making them."

The Tampa Rotary Club reports the meeting a great success and one that will have a lasting, beneficial effect and suggests that it would mean a great deal to every Rotary club to have a similar meeting between capital, labor and business men.

TROY Club is Santa Claus for 130 Children

The Rotary Club of Troy, following out the plan set last year at Christmas, continued its endeavor to make others happy. One hundred and thirty boys have become the little brothers of these live BIG brothers, not for one night but for the year of 1916. At the Troy Boys' Club Tuesday night, December 21, the Rotary club met the little brothers, who came from all parts of the city. After a Christmas dinner, Santa Claus, (Big Jim, President Beattie), broke thru a big fireplace, said a few words of greeting and then handed out 130 pairs of shoes with two pairs of stockings for each pair, candy and oranges. This was followed by two big theater parties at Rotarian Ed. Weinberg's Plaza and the New Proctor and now 1,600 boys and girls know that there is a good bunch of older brother Rotarians in this city.

S*S*S*

It fell to a past president to become the first and only member of the S. S. S. group. President James Beattie never had better control of his voice than when he turned to Joe Leggett and handed to him the big cross of iron. Joe came back, promising that he would try to pin one of the remaining three badges on the lapel of our worthy president.


Rotarian Harry Lauder was the guest of the club recently.

WASHINGTON Welcomes 1916 With a Pie Dinner

"Uncle Sam" Prescott, Rotarian par excellence, attired appropriately for the role, entertained the Rotary Club of Washington at a "pie dinner" December 31, to mark the passing of the old year. The affair was marked by many novel and unique features, hilarity and happiness reigning supreme. Clifford K. Berryman, cartoonist of *The Washington Star*, presided. He took advantage of the opportunity to "get even" for alleged ruthless treatment received in the past from George W. Harris, president of the club. Berryman disregarded all rules, and ran things with a high hand.

Every dish of the elaborate menu was in the form of pie, from bouillon to coffee. The piece de resistance was a mammoth chicken pie, moved by means of a huge truck drawn by waiters and escorted by three chefs, one of whom proved to be President Harris, so cleverly disguised that his identity was not suspected until disclosure was officially made.

(Continued on page 172)



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400 Baths
No Inside Rooms
French Cuisine
Convention Hall
Absolutely Fireproof

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PHILADELPHIA, PA.

Two blocks from either the Pennsylvania or the Reading Railroads.
MODERATE TARIFF.

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Printed in one or more colors on our
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MECHANICAL
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Head

MOORE PUSH-LESS
HANGERS.

Simplify Picture-Hanging.

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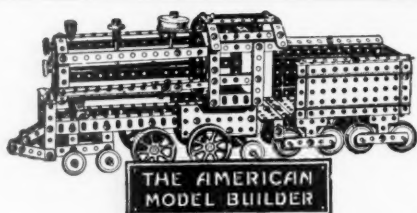


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Send
for
Catalog

**THE AMERICAN
MODEL BUILDER**

Send
for
Catalog

(WHAT THE CLUBS ARE DOING)

(Continued from page 170)

Announcement had been made at the beginning of the dinner that Harris was unavoidably absent.

Late in the afternoon the waiters passed around more pies, which were found to contain appropriate souvenirs from the host.

TOLEDO Vice-Presidents Charged With Programs

President Feilbach's plan to divide the responsibility of the weekly luncheon program among the vice-presidents of the Toledo Rotary Club has met with the greatest success. The meetings of December have been especially remarkable for their "pep" and absorbing interest.

November 26th. Fred F. Goodsell from Merash, Turkey, and Philip C. Bauer from Nome, Alaska, gave their respective views on the future of these much misunderstood locations, while the remarkable information they gave could never have been procured elsewhere.

December 3rd. The program was given by the Jovians responsible for Electrical Prosperity Week. Prof. Luchkieh gave a graphic lecture on lighting effects and absorption light.

December 10th. Part of the program was a surprise sprung by Chief Caupalican, a native of Chile. His remarkable talk about his native country was the best thing heard in Toledo for years. The Boy Scouts gave a demonstration of their training in "first aid" and signaling that held the interest long after closing hour.

December 17th. The Rotarians were guests of The Toledo Scale Company at their plant at luncheon which was served in the regular dining room.

December 24th. The orphans from The Miami Children's Home were the guests. Sixty boys and girls sang and drilled. Later, each pair of kiddies selected a daddy pro tem and were entertained at Keith's theatre. The plan in connection is that each man is to follow his proteges thru the year and possibly for a longer time, to act as adviser and help make up for their lack of parentage.

WATERLOO Has Christmas Party with Two Santas

The Waterloo Rotary Club had a Christmas party to which the ladies were invited. It was attended by more than two hundred, to whom two Santa Clauses passed out burlesque presents. There were musical numbers and burlesque acts by two vaudeville actors.

President Northey appointed a committee to call on the City Council to arrange for greater police protection during the Christmas vacation at the hills used for coasting to secure safety for pedestrians and the coasters.

WILMINGTON (N. C.) Club Has An Industrial Parade

The Wilmington (N. C.) club recently had an industrial parade consisting of more than fifty floats, illustrating the various styles of factories and manufacturing plants doing business there. It was pronounced highly successful and opened the eyes of some of the citizens as to what they could

(Continued on page 174)



FLORISTS In Rotary

These ROTARY FLORISTS will deliver flowers in their respective cities upon telegraphic or mail order. The best way to place an order is to leave same with your local Rotary Florist who will rush it to the Florist in the city where you wish the flowers sent. *Satisfaction guaranteed in every respect.*

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(WHAT THE CLUBS ARE DOING)

(Continued from page 172)

"Buy in Wilmington." It was called the "Made in Wilmington Parade" and the floats cost from \$50 to \$350 each. One was a large bungalow, electrically lighted and modernly equipped; another was an iron foundry on wheels, with all the noise accompanying the business; another was a plumbing establishment; a fourth, a candy company, making and distributing "kisses" en route. Another float worth mentioning was a "Model City on Wheels," being a miniature town, with street cars, houses, parks, etc. It served as a splendid advertisement for the local industries.

**WORCESTER Christmas Guests
Members of Boy's Club**

Worcester Rotarians will not forget very soon the Christmas celebration which they helped to give to the members of the Worcester Boy's Club. The Publicity Club was invited to join with the Rotarians to help make the affair bigger and better for the boys. Nine hundred and sixty of Worcester's men of the future joined in songs of gladness and appreciation. Several good acts were furnished from the Poli theater. A heart to heart talk was given by Rotarian Harry Stoddard and each boy was given ice cream and cake, candy and a heavy woolen knit cap. Rotarian David Armstrong, superintendent of the Boy's Club, in a letter of appreciation, said "The fact that nearly three hundred business men were willing to give their time and money to make my boys happy cannot help sooner or later to make a distinct impression upon them that these men were personally interested in them."

**ZANESVILLE Raising \$1,000
for Trip to Convention**

"Zanesville as a Rotarian stronghold hasn't reached the first birthday, but by the time the Cincinnati Convention rolls around, we think that about 95 per cent in line behind the best musicians in the village will entitle us to sit among the sages and hand out wisdom to the smaller fry," writes Van. "We have read many claims as to the origin of the savings stunt for the convention. We do not claim it, but we have a healthy fund that started right after the San Francisco meeting and it's growing like an infant industry. Two bits a week and all hands in will show one thousand dollars by convention time.

"We recently staged a 'Made in Zanesville' Exposition, entertaining 30,000 people of the county.

"Ladies' night was a winner. Two hundred sat down when the bell rang. Joe Mitchell Chapple was with us and put 'em over the plate in his own graceful manner.

"Electrical week was duly celebrated by those in our midst who have current and lighting fixtures and other conveniences for sale. They did our dining room up gloriously, showed us all their stunts and undoubtedly created some business for themselves.

"Our weekly visits are proving a strong link to draw the members more closely together and a few prizes up for drawings and guessing contests by the lucky merchants to be visited are boosting the number of visitors to a high percentage of our membership."

**HAMILTON Club Finishes
Very Successful Year**

Hamilton Rotarians have finished a very successful year with a sixty per cent increase in membership and an exceptional record for service in that the club as an organization has been at the forefront of every movement of a public nature that has been started in their city. The leaven of popular approval of the club has permeated amongst all classes of citizens.

In the recent campaign when the citizens subscribed \$500,000 to the second patriotic fund, the Rotarians were the prominent hustlers in the teams which brought home the money. At the close of the campaign the assertion was frequently made by non-Rotarians that if they had had to do it the Rotarians could have raised the whole of this big fund with their own workers.

The fun features are not being overlooked at the regular meetings and a Christmas tree celebration was among the fun-makers.

The club will do its share towards the campaign being inaugurated to increase Canada's contribution in men to the overseas forces to 500,000, many of the club being already in the ranks of officers for service at the front.

The Cincinnati Convention is coming in for its share of attention and it is promised that no matter who else is there, the Hamilton delegation will be down by the American Rhine with bells on when the gong rings for the start of the big show. Bruce Carey, Russell Kelly and all the old timers are expected to show a lot of lusty new members, who are anxious to make the Cincinnati trip, just how to act when away from home.

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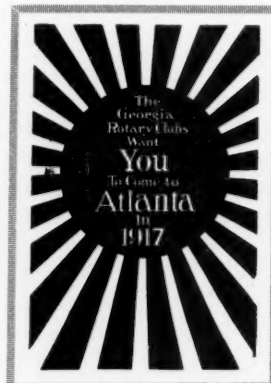
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uary Issue of

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Birmingham

Birmingham, Ala., Rotary Club wires us that they have endorsed our efforts to secure 1917 International Convention.

Toledo

E. R. Kelsey, Secretary of the Toledo Club, says: "Glad to assist any city when it shows the enterprise that Atlanta has."

Terre Haute

Terre Haute (1945) says they want to see Atlanta perform in 1917.

Memphis

Jack Thornton, President of Memphis—writes: "I am strong for Atlanta in 1917."

Joliet

Edwin B. (Old Man) Lord of Joliet, Ill., says:

Yes!

It Pays to Advertise in **THE ROTARIAN**
Atlanta Wants YOU in 1917

Business in America—and Rotary

By GUY GUNDAKER

Individual business optimism is in the air.

Rotarians everywhere are collecting these rays of hope and concentrating them into buoyant enthusiasm.

Rotarians are ministers plenipotentiary in spreading the thrill of returned business prosperity.

Rotary membership means "Better business by better business men," and if we are to leaven the whole lump of the business world we must stand by our principles as shining examples of business integrity—in good times as well as poor.

In fact it is far more necessary to spread the spirit of Rotary in prosperous times than in poor times.

When there is little business and strong competition business men feel the necessity of strict attention to details, high class service and the enjoined duty to live up to the highest ideals of business methods.

On the other hand, when the Sales Manager's desk is crowded with orders and people are clamoring for the products of his establishment, there is a tendency to laxness in the appreciation of these selfsame Rotary virtues. Delivery of goods when convenient, substitution, loose interpretation of specifications, sharp practices, etc., are the concurrent results of waves of prosperity. It is here that Rotary must step in and, by a carefully prepared educational campaign, seek to have its members avoid that which is the natural concomitant of business conditions.

Rotary and Reliability alliterate nicely as a slogan, but if the thought dwarfs itself in mere aspiration and does not become our daily rule of practice, Rotary makes no headway.

The principles of Rotary exprest in our Code of Ethics are safe rules to go by if we desire to stand out silhouetted, as it were, as the best kind of men with whom to do business.

An opportunity to do something worth while—"to gain a survival value"—stands at our door. Let's assume that Rotarians everywhere will welcome it.

"In Recognition of Forty Years of Sustained Excellence in the Development of the Art of Mechanical Writing"

This wording of the **Special Diploma of Honor** given to the **Remington Typewriter Company** by the **Panama-Pacific Exposition** is a remarkable tribute to Remington leadership. It is supported by a **Grand Prize, a Gold Medal of Honor** and two **Gold Medals**—the highest possible awards in every department of our business.

That the Remington has consistently **EXCELLED** throughout the entire forty years of typewriter history is shown by the following extraordinary list of Remington Awards at Expositions from the foundation of the industry to the present time.

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|--|--|
| 1873—Advent of the first writing machine (Remington). | 1897— Manchester —Gold Medal. |
| 1873— New York —Medal and Diploma, American Institute Fair. | 1897— Brussels —Diploma of Honor and Grand Prix. |
| 1876— Philadelphia —Centennial Exposition—Diploma of Honor. | 1897— Bristol —Gold Medal. |
| 1878— Paris —Gold Medal. | 1897— Queensland —Gold Medal. |
| 1884— New Orleans —Second Prize. (The only occasion in our career when in competition for award we were given second place. First prize went to the "Hammond.") | 1898— Luxembourg —Diploma of Honor. |
| 1886— New York —Medal, American Institute Fair. | 1898— Pretoria —Gold Medal. |
| 1886— Trenton —Diploma and Medal. | 1899— Ghent —Diploma of Honor. |
| 1888— Melbourne —Centennial Exposition Medal. | 1899— Aberdeen —Gold Medal. |
| 1888— Toronto —Gold Medal. | 1900— Paris —Grand Prix (2.) |
| 1889— Paris —Gold Medal. | 1900— Paris —"Legion d'Honneur" decoration by French Government. |
| 1889— New York —American Institute Fair, Medal of Superiority. | 1900— Paris —Official Typewriter of the Exposition. |
| 1890— New York —American Institute Fair, Medal of Superiority. | 1901— Christchurch, N. Z. —Highest award. |
| 1892— Paris —Gold Medal. | 1901— Buffalo —Pan-American Exposition—Official Typewriter of the Exposition. |
| 1892— Kimberley —Gold Medal. | 1902— London —(Crystal Palace)—Gold Medal. |
| 1892— Tasmania —Gold Medal. | 1904— Nantes —Grand Prix. |
| 1893— Chicago —Columbian Exposition—Official Typewriter of the Exposition. | 1906— Brussels —Grand Prix. |
| 1893— Monaco —Gold Medal. | 1906— Bucharest —Grand Prix. |
| 1894— Antwerp —Universal Exposition—Medal of Honor. | 1910— Brussels —Grand Prix. |
| 1894— Manchester —Gold Medal. | 1911— Turin —Grand Prix. |
| 1895— Lyons —Gold Medal. | 1911— Turin —Special Diploma of Highest Excellence. |
| 1895— Belfast —Gold Medal. | 1911— Turin —Official Typewriter of the Exposition. |
| 1895— Manchester —Gold Medal. | 1911— St. Petersburg —Gold Medal. |
| 1896— Manchester —Gold Medal. | 1911— Odessa —Gold Medal. |
| 1896— Danzig —Gold Medal. | 1913— Quebec —Gold Medal Diploma. |
| 1896— Stuttgart —Gold Medal. | 1915— San Francisco —Official Typewriter of the Exposition. |
| | 1915— San Francisco —Grand Prize, Medal of Honor and two Gold Medals. |
| | 1915— San Francisco —Special Diploma of Honor. |

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